

Tillamook Headlight
An Independent Weekly Paper
Published Every Friday by the
Tillamook Publishing Company
Tillamook, Oregon

H. G. Guild Editor
Leslie Harrison Manager
Entered as second class mail
matter in the U. S. postoffice at
Tillamook, Oregon.

SUBSCRIPTION RATES
One Year, By Mail \$2.00
Six Months, By Mail \$1.00
Three Months, By Mail \$.75
Payable in advance

Telephones
Pacific States, Main 68

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 4, 1924

**SIGN BOARD ADVERTISING AN-
CIENT STUFF**

There are a few people in this world of our's who believe that the primitive methods of advertising used by our ancestors, even as far back as the cave man period, are more useful and effective in attracting business and trade, than newspaper advertisements of today. In olden times, if old man Long Whiskers wanted to trade his pet three-toed horse for a young domesticated sabre-tooth tiger, he took some charcoal sticks out of the fire and laboriously and ungrammatically printed an advertisement on the white rocks on the one-horse road leading to Scantygreek, the county seat of the sparsely settled Cave-man country near him. As most of the cave-men got a headache from attempting to read Long Whiskers' ad, they finally got mad and painted out the sign with mud, and giving a big cave-man hee-haw, went their way, looking for some sort of animal or bird they could knock down with their mahogany clubs for a dinner for themselves. The family kept busy hunting mice and crickets and the like for their sustenance. The Cave-man rarely took any food home. In the language of a bucolic poet, "them was good old days for them that liked 'em."

There are a few men who still advertise as old Long Whiskers did a few million of years ago, with the exception that instead of charcoal they now use a horse-tail brush and a spot of lampblack on a smooth board. Even such big concerns as the Standard Oil company, harked back to the primitive man method of advertising for a time, and every state the union has had its barns, fences, oaks and other trees being oiled for sale signs. But some great oil company, one day discovered that it did not pay to advertise on fence boards and rocks, as old Whiskers, his ancestor had

**GENUINE
"BULL"
DURHAM**



2 bags for
15¢ 8¢
A BAG
You can roll
100 Cigarettes
for 15 Cents

done, and so cut it all out by collecting the thousands of signs and using them for kindling wood. The Standard Oil company now advertises in newspapers, and believe us, when we say it, that company knows that newspaper advertising is best for the times in which the present generation lives, and that it pays to put one's ad. in the daily and weekly newspapers. Do thou likewise, and forget old Long Whiskers, the cave dweller.

WHAT'S THE MATTER

Tillamook dairymen who have a cooperative marketing organization get 6 cents more a pound for their cheese than the dairymen of Coos county who do not have a cooperative marketing organization.

Clatsop county dairymen who have a cooperative marketing organization get nearly 4 cents a pound more for butterfat than dairymen tributary to Portland who do not have a cooperative marketing organization.

Yet it is said that natural opportunity favors one district more than another. Coos county has the advantage of Tillamook. On 20,000 acres of dairy and diversified farms in Coos county are 16,500 cows, nearly a cow to the acre. So thrifty is the grass and green feed in many spots that one acre supports two cows.

If the demand of a large population center gives nearby producers an advantage, the dairymen around Portland should have the advantage of Clatsop county dairymen. The latter group not only serve a smaller community, but Astoria has been challenged to the heart of her courage by disastrous fires.

Oregon should become the most notable dairying state of America. Wisconsin is conspicuous as a dairying state. Wisconsin has 8,000,000 cows and their yield is valued at \$161,000,000 a year, as compared with less than \$25,000,000 in Oregon. Dodge county, Wisconsin, alone has 87,000 cows and the annual cheese production reaches 25,190,000 pounds a year. Yet W. G. Ide, the land settlement expert of the Oregon Chamber of Commerce, finds that in this state dairy products, particularly butterfat, can be produced at a cost of 24 per cent less than in Wisconsin. Along the coast cows pasture the year around.

In the Willamette valley green feed is available most of the year. Wisconsin has a short growing season. It has long months of bitter cold when cows must be protected in tight barns. Yet Oregon with 231,000 dairy cows has only about an eighth of the number in Wisconsin, where the cost of butter and cheese production is greater. There are 155,000 dairy cows in the Willamette valley where three times as many could be supported. Douglas county has 10,000 dairy cows where there should be 35,000. The same disproportion of dairy animals to productive area runs throughout

the state. If cooperative marketing is good in two Oregon counties what is the matter with cooperative marketing in other counties?—Journal.

Commercialization of politics and religion is a foundation upon which any government cannot long stand. Rome travelled the same toboggan slide to oblivion. When the administrative head of the republic fell under the complete sway of the commercialized politicians, and the judiciary and the legislative power became centered in a few men in the Roman senate; when the lands of the free-holders, a class that correspond to our laboring and producing classes, were taxed out of their holdings, and their lands were confiscated; they left the republic, and slaves were imported to work the lands. That last epoch in Roman history, sounded the death knell of a once great republic founded by a once honest people. Froude, the English historian, some years ago, pointed out in a book entitled "Caesar; A Sketch," that there were indications that this country was following along parallel lines with the Roman republic. Commercialization of politics and religion together with human greed, are the main contributing causes to the downfall of any country. There is an old saying that "History repeats itself."

This reader of history well knows. Is it not time for the common people of the country to quit voting for party, and to uphold the principles of good government upon which the republic was founded? The people can do it if they will; they will do it, if they are themselves honest and fearless enough to demand that tried and true men be selected for office; and when an officer becomes a grafter—petty or big—throw him out. The man who thinks a public office is a private trust, is himself a dangerous man. Good government leagues should be organized in every community, and they should be maintained, free from

the domination of greedy and grafting politicians. Remains of seven foot men, entirely dead, and belonging to a prehistoric race have recently been found in California. The skulls found showed jaws that would have been proof against the attacks of modern prize fighters. Their surroundings bore no evidence that the race had ever tried to promote Tea-Pot Dome swindles. The oil was lacking, at least.

The undesirable Southern Europe peoples who have the "hot foot" to immigrate to this country, are reminded that South America needs colonizing. There is plenty of room down there. What we need over here is more Norwegians, Danes, Swedes, Germans, Scotch, North of Ireland, English, and other Nordic races, who can sense our form of government, and who naturally would become good American citizens.

A small war is being waged by Portland dealers, for butter fat. This news is gratifying to the Tillamook dairymen who deal quite extensively in butter fat; and anything like a small war that raises the price of their commodity is a kind of war that does not call for the organization of a peace commission in this county, at least. On with the war, and let the banner of butterfat wave gloriously in the fore!

Mayor Baker of Portland seems to enjoy being in the limelight. It is a poor week when his face isn't seen in the Oregonian half a dozen times. He must have a good stand in with the newspaper photographers.

The scientists have figured out that this earth has been populated with the human species for over 1,000,000,000 years. At the beginning, doubtless,

Mr. Hood was a mere hole in the ground, or at least, a very small potato hill. It is possible that when the first man in ancient Oregon went out of his hut to slop the "razorbacks" of a morning, he could no more see Mt. Hood, than the ordinary man can now see how to make out his income tax report.

Talking about Mars, and talking with Mars is different. Efforts, however, will soon be made by scientists to talk with that planet, when it approaches near enough, which they think will be soon. Let us suggest that we try Mars with the latest in Tea-pot Dome scandal, just to oil the atmosphere for what may follow.

The rainmaker down in California, we suspect, is stealing Oregon rain for his purposes. Hold up, there, Mr. Commercial rain-maker! We are still an inch shy on Oregon precipitation, and we object!

It is insisted that Sunday was given to us as a day for rest, but of course, that doesn't apply to a newspaper man.

NOTES OF PROGRESS

Hermiston—100,000 asparagus plants going in here under irrigation. Dallas asking bids for 3 1/2 miles street paving.

Crane—First steel for 30-mile extension to Burns has arrived and work of laying same will begin first of May.

Albany—Farmers' phone rates will

**TILE YOUR FARM
ASK THE MAN
WHO HAS TILED
TILLAMOOK CLAY
WORKS**

F. J. PYE & SON
Fully equipped to draft plan for any building no matter how small and nothing too large. Glad to talk it over with you any time and specialize in pleasing you.

A. & B. BLOOM
FURNITURE and HARDWARE
See our very extensive line of hardware, Barb-wire Specials for this week. Buy your nails by the keg. We can make it worth your while. Special in Garden Tools.
Breakfast Table special \$3.45
Notice Ye Dairymen—We yap 10c lb. or Calf Hides also 4c lb. for sacks.
WE ARE AGENTS FOR THE MONARCH
STOVE LET US DEMONSTRATE

be cut by new ruling of public service commission.
Corvallis—New building at Second and Washington streets rapidly being finished.
Madras—Improvement in water system under way here.
Shipments of wheat from Portland during February amounted to 1,241,748 bushels.

ANNOUNCEMENT

We are now in a position to furnish our patrons regular brick ice cream of Neopolitan style consisting of layers of chocolate, vanilla and strawberry icecream—one quart to the brick. Deliveries made at any time or place within the city limits.
THE ELDEE

BEAUTY SHOP
Mrs. Claire Hysmith, Prop. Opposite Tillamook Hotel
ALL KINDS OF BEAUTY WORK
Call 162-J for Appointments

Dawson & Dunn
GROCERS
ARE AGENTS FOR
BALFOUR-GUTHERIES FAMOUS
White Loaf Flour
IT'S HARD WHEAT and HARD TO BEAT
206-2nd AVE. TILLAMOOK, ORE.

COAST STAGES
Tillamook, Nehalem and Seaside, Tuesdays, Thursdays, Saturdays and Sundays.
Leave stage depot at Tillamook, 9 a. m; leave stage depot, Seaside, 3 p. m.
COAST STAGES
GEO. SMITH, MGR.

AXPS-28



Clear YOUR Stump Land at Lower Cost

BEFORE explosives were used on the farm, clearing land was heavy, costly work. Today, stumping can be done at a much lower cost.
Many ranchers in this section are using Pacific Stumping, the du Pont explosive, for clearing their stump land for profitable crops. Pacific Stumping does the job at lower expense and does it right. Pacific Stumping gives you one-half more sticks per dollar—about the same strength, stick for stick, as any standard stumping powder. It is non-freezing and won't give you a headache from handling.
We carry complete stocks of Pacific Stumping and other du Pont dynamites—recognized as standard wherever explosives are used. Let us estimate on the cost of clearing some of your stump land.

1/2
more per dollar
**King-Crenshaw
Hdw. Co.**
TILLAMOOK, OREGON

NON-HEADACHE **DU PONT** NON-FREEZING
PACIFIC
STUMPING POWDER
A Pacific Northwest Product
E. I. DU PONT DE NEMOURS & CO., INC. PORTLAND, ORE.