

OLEO REFERENDUM

"I am afraid that unless the dairy-men get busy and spend some money they're going to get licked in the oleo referendum," warned State Senator Sam Brown of Gervais, Marion county. "I get the surprise of my life every once in a while at the amount of that stuff that is used—and by dairymen, too, who, storekeepers tell me, bring in their own products and take back substitutes. I can't for the life of me see how a farmer can be so inconsistent."

Senator Brown's influence was one of the principal factors in the passage of the anti-oleo bill which now is the subject of referendum, and he is deeply interested in seeing the measure sustained at the polls this fall. Asked about conditions in his section prior to the light rainfall the first week in June, he said: "Things up the valley are all right in spite of the dry weather, but continued lack of rain will hurt. Early strawberries have been damaged and the later varieties will be, without rain. My logans look as though cyclone struck them, and I have plowed out half of them, but, of course, most of the damage to them was due to the cold of last winter. My evergreens never looked finer, and unless the drought is extended we'll have a bumper crop. Grain still is all right."—Oregon Farmer.

Read the Classified Ads

SHIPS TWENTY CARLOADS OF LAMBS TO CHICAGO

Two big shipments of lambs belonging to the Smythe interests of Pendleton were started on their way to the Chicago market Wednesday. One shipment, consisting of 14 carloads belonging to Smythe Brothers was loaded at Sloan while the other, of six carloads belonging to the Pendleton Sheep company, was loaded at Meacham. The Pendleton Sheep company shipment was of exceptionally heavy lambs, as they averaged 91 1-2 pounds each at the loading station.

The Smythe interests will start shipping weekly trainloads to Chicago about the middle of July, continuing until mid-September.

ETHERIDGE LOSES BROKER'S PERMIT

Salem, Ore.—W. E. Crews, state corporation commissioner, announced that he had canceled the stock broker's permit issued to John L. Etheridge of Portland.

The revocation was made subject to receipt of information that he had been indicted by the federal grand jury on a charge of using the mails to defraud in connection with the sale of Seattle improvement securities.

The revocation was made subject to renewal if conditions permit.

OLD TILLAMOOK

Taken from the Early Files of the Headlight Thirty-five Years Ago

35 YEARS AGO
Theo. Steinhilber, Editor.
July 5, 1889

The steamer Augusta arrived Tuesday morning at the bay, with a large consignment of general merchandise for the merchants of Tillamook, and the balance of the iron work for the light house now building on cape Meares. She had a light passenger list.

A late comer asked an old settler why Tillamook didn't have any creameries or cheese factories, when there is so much need for them. And the O. S. scratched his head, looked down the road and said, "damfino"—and well, we don't either.

25 YEARS AGO
Fred C. Baker, Editor.
July 6, 1899

The steamer Harrison left on Tuesday for Astoria.

The plug uglies were a miserable failure on Tuesday.

The Jolist packing company of Seattle has made arrangements to pack 14,000 barrels of salmon in this city from fish brought in from the bays. John Sheets has a contract to furnish the barrels.

15 YEARS AGO
Fred C. Baker, Editor.
Fifteen Years Ago

Dr. James E. Reedy and Miss Lola Jackson were married in this city on Tuesday evening.

Tillamook creamery had 660,747 pounds of milk for the month of June, with an average of 22,028 pounds per day.

Portland investors acquired the Nehalem beach property that is about half way between Tillamook bay and Nehalem bay. There are about fifty acres in the tract, with several beautiful little lakes. The company expects to lay it off into tracts for beach property. The price paid was in the neighborhood of \$10,000.

In the same issue is half page ad urging everyone to celebrate the fourth in Tillamook. Features were: a free ride on the P. R. & N. railroad from Tillamook to Hobsonville and return, baseball game, fire works at night and music by Tillamook concert band.

FIRE PROTECTION OF FORESTS

The Tillamook county fire patrol association, which was organized by a body of individual timber owners in 1919 has been doing efficient service since that time. A. A. Segersten, district fire warden, has supervision of twenty wardens in this section which comprises an area of about 700,000 acres of timber land. He has been in Tillamook and vicinity for some time working with A. L. McCarty state fire law enforcement officer for Tillamook county and portions of Yamhill and Washington counties. In order to strengthen the enforcement of the fire protection laws George E. Upton has been added to the force of the district's officers and will work with Mr. McCarty in the prevention of fires. The work since 1919 has been very satisfactory as the number and seriousness of fires since that time have been on the decline. The chief difficulties at present seem to be with awkwardness in logging operations, and a great portion of the fires are started in the logged-off areas. Several thousand signs are to be posted throughout the district and large sign boards are being placed at conspicuous places along the highways. Two fire patrol planes are stationed at Eugene and will be available for duty in any part of the district upon being called by the wardens. Strict enforcement of the laws will be adhered to in an effort to further lessen fire hazard.

GOOD DEMAND FOR GOOD COWS

Hoard's Dairyman: This is a mighty good time to buy well bred dairy bulls for they are selling at bargain prices. These are red letter days for the buyer of bulls. Good cows, straight, tippy and with creditable records, are in demand and are selling at very reasonable prices, all of which show that if a person expects to be a breeder he should seek good cattle. It is doubtful whether this generation will ever have opportunity to make money out of low producing animals.

Klamath Falls will have railroad shops as an adjunct to the Natron cut-off construction. Nineteen acres purchased by Southern Pacific for purpose.

Freewater—Pacific Power & Light company installing \$100,000 pipe line. Vernonia wants paper mill.

A pioneer reunion and celebration was held in Ashland, southern Oregon, last week for the purpose of dedicating the Mile-high Highway.

ADVERTISING IS LIFE FORCE OF BUSINESS SAYS MONITOR MAN

"Advertising is the life force of business," said Don Gilman, of San Francisco, Pacific Coast advertising manager of the Christian Science Monitor, before the advertising club of Portland at the Benson hotel, last Wednesday afternoon.

So convinced is Gilman of the essential character of advertising in its relation to modern business that he declared if advertising were withdrawn, demand would slacken and merchants would be forced into bankruptcy. It is an excellent commentary on the advertising organization, he added, that it has inaugurated its

own campaign for truth and is policing its own activities.

Fraudulent and misleading advertising, he commented, is parasitic, and if allowed to grow would destroy legitimate advertising just as the mistletoe parasite in time destroys the oak from which it sucks its life. "No matter what the medium, what we have to sell is reader confidence; destroy that and advertising fails," he declared.

MAIL LOOT FOUND

In Tulsa, Okla., two hundred and forty-six \$20 bills, believed to be part of the loot of the \$2,000,000 mail robbery near Chicago recently, were seized by police in a raid upon a home Wednesday. Two women and three

men are being held by county authorities pending further investigation.

Mrs. Dolly Oglesby, 39, one of the women taken, admitted that three of her brothers were in the mail robbery, according to Sheriff R. D. Sanford. The three men arrested are John, 17; Louis, 21 and C. E., 18, who claim to be sons of Mrs. Oglesby.

The other woman arrested said she was Dorothy Wagner and "barely 19 years old." The raid upon the home disclosed large quantities of ammunition, rifles, revolvers, flashlights and tubes of explosives, officers said.

The 19th annual Oregon state bankers' association came to a close last Saturday afternoon, at Seaside. C. D. Rorer, of Eugene, was elected president for the ensuing year.

GOITER TREATMENT AT HOME
FREE booklet and testimonials. Simple home method. Send for Warner's Renowned Remedy Co., 723 Security Bldg., Minneapolis, Minn.

OAK FLOORING

A beautiful floor which we recommend is 13-16x2 1-4 Clear Pine Red Oak. To cover a 10x12 room with this grade.

SPRUCE BEVELED SIDING
A good grade 1-2x6, \$40.00
A good cheap grade, \$30.00
Rowell, Brown & Co.
Portland, Oregon
Phone or write
H. J. Rasmussen
Exclusive Tillamook County Agent
Rockaway, Oregon

PARCEL POST INSURANCE COUPON BOOKS

If your parcel post package is worth sending it is worth insuring.

Slip an Insurance Coupon into every package. It will cost a few cents and may save many dollars.

We can get you Parcel Post Insurance Coupon Books.

GILHAM-WHITE
Insurance Agency
209 Second Ave. E.



Home-made and a joy to make them

—preserving in comfort
—no overheated kitchen
—less "carrying," less "watching"

—and the whole secret is in cooking with a good oil cookstove and Pearl Oil. No heavy coal to lug, no wood, no ashes nor muss.

Pearl Oil's fast, intense cooking flame doesn't overheat the kitchen, and it's always ready, always clean and economical.

But when you order, be sure you get the Standard Oil Company's clean-burning, high-grade Kerosene. For best results be sure to ask for Pearl Oil by name!

STANDARD OIL COMPANY (California)

PEARL OIL (KEROSENE)



A. W. Plank Hardware Co.
General Line of
Hardware, Paints, Oils, Varnishes and glass
MOWING MACHINES, DISCS and HARROWS
Both 'Phones Tillamook, Ore.



going away

to Portland—low roundtrip fares

\$5.75 to Portland and return, sold on Fridays, Saturdays & Sundays. Return limit 16 days.

\$7.00 to Portland and return, sold any day. Return limit 3 months, not to exceed October 31, 1924. Stop over anywhere.

These fares represent lower cost transportation than any other form which is comparable in convenience and comfort.

Ask agent for full information

Southern Pacific

Ray Grate, Agent.
Tillamook, Oregon



THE YOUNG BUSINESS MAN

While your business is in the making is the time to get in close contact with your banker. Talk with him frankly about your problems and your ambitions.

The confidential relationship between the Tillamook County Bank and our patrons has made their banking connection with us more enjoyable and more profitable. We should like to number you among our friends.

TILLAMOOK COUNTY BANK
TILLAMOOK, OREGON.

Spend Your Fourth
—AT THE—
Tillamook Beaches



Tillamook Dollars, Tillamook Made; Spend 'em with the Tillamook Trade

FACTS and FIGURES

Authentic reports show that over 7,081 foreign cars, the majority of them being tourists have already registered in Oregon, up to June 1st. This means that over 50,000 visitors are here in Oregon to "look

us over"—some will locate while others tour the state, searching for various recreation, yet thousands and thousands are now headed for Oregon from the east, north and south to see for themselves what we have to offer for the "Tourist."

THE TIME IS NOW RIPE

For you and me and every mother's son to tell "The World," for the tourist represents almost every state in the union, that we have the most wonderful beach resorts in Oregon, if not on the Pacific Coast when it comes to fishing, hunting,

camping and beaches, in fact every thing for the out door life. Ninety per cent of the tourists from the east are headed for the coast beaches, and if they strike the one that offers them the most pleasure, that is where they will come and spend their money.

Now Spread The Gospel

The next tourist you meet, give him the "glad hand" tell him where you are from, no matter if you are a hundred miles from home, let him know what we have in Tillamook, what he can see and where

he can go in the way of pleasure, even if you put your self out a bit, someone will profit by it—it might be you—give him that genuine western hospitality—he won't forget it, and what better advertising can we get than that by tongue?

IT'S UP TO YOU
Now Boost Tillamook and Our Beaches

Where the Sun Never Scorches,
and the Water Never Freezes