

**BIRTHDAY SURPRISE PARTY**

A most enjoyable birthday surprise party was given to Fred J. Pye at his residence in this city on Saturday evening, 27th inst., his natal anniversary happening on Sunday 28th. Mr. Pye was the recipient of many useful presents.

There were present Mr. and Mrs. James J. Pye, his parents, Mrs. Albert Pye and daughters, Juanita Pye and Mrs. Frank Crawford, Percy Pye, who motored in from Portland. Others present were: Mrs. Hanson, Mrs. Roy Loynes, Messers and Mesdames Wm. Shindler, Philip Bushlack, Delbert Brownlee, Misses Phyllis and Minon Bushlack, Rowena Hanson, Margaret and Elsie Clark and Ruth Loynes.

An unusual feature of the party was that four generations were represented by Mrs. James J. Pye, Mrs. Albert Pye, Mrs. Frank Crawford and small daughter, Alberta.

Dainty refreshments were served and a delightful evening was spent, the party breaking up at midnight.

**MISSIONARY SOCIETY TO MEET**

The Women's Foreign Missionary society of the Methodist church will hold the first regular meeting of the conference year at the home of Mrs. E. D. Faxon on Sixth street Thursday afternoon, October 9, at 2 o'clock.

This meeting is in the nature of a rally. The work of the past year will be reviewed and plans discussed for carrying on the study and work of the ensuing year. Members are urged and all others interested are cordially invited to be present.

**COUNTY AGENT IN CALIFORNIA**

W. D. Pine, county agricultural agent, with Mrs. Pine and daughter Joan, left here Tuesday morning for Berkeley, California, where they will visit for two weeks with Mr. Pine's parents, Mr. and Mrs. S. F. Pine. On their return Mr. Pine will stop in Corvallis where he will attend the convention of county agents, returning to Tillamook in about three weeks.

**INTEREST IN GARAGE PURCHASED**

An interest in the Link Motor company was purchased last week by George Hoskins.

Mr. Hoskins is one of the county's enterprising young dairymen, owning a farm about two miles north of town on the highway. The transaction took place last Wednesday and Mr. Hoskins will be actively connected with the business.

**Why The Neurocalometer?**

I have now added, as a part of my equipment, a NEUROCALOMETER. This name means little to you so I'll tell you what it does.

The Neurocalometer is a very delicate, sensitive instrument which, when placed upon the spine:

1. Verifies the proper places for adjustments.
2. It measures the specific degree of vertebral pressures upon nerves.
3. It measures the specific degree of interference to transmission of mental impulses as a result of that vertebral pressure.
4. It proves the exact intervertebral foramina that contains bone pressure upon nerves.
5. It proves when that pressure has been released upon nerves at a specific place.
6. It proves how much pressure was released, if any.
7. It verifies the difference between cord pressure or spinal nerve pressure cases.
8. It establishes which cases we can take and which we should leave alone.
9. It proves by an established record which you can see thereby eliminating all guess work on diagnoses.
10. It establishes, from week to week, whether you are getting well, thus making health cheaper.
11. It makes possible a material reduction in time necessary to get well, thus making health cheaper.
12. It removes all doubt as to what we are doing for you.
13. It will establish all these things to your satisfaction.

The NEUROCALOMETER materially sets up our efficiency. It is the latest and last world in Chiropractic science. It is advanced by B. J. Palmer of the Palmer School of Chiropractic and has his unqualified endorsement.

**Babb & Babb**  
Tillamook's Chiropractors  
213 Tillamook Bldg.

**FOUR PERCENT. PER ANNUM**

Quite often a merchant is hard put to arrive at some amount to be spent for advertising. Some of them consider that advertising is a thing to be handled very gingerly, in small amounts and at long intervals. More or less like dangerous disease germs. These merchants wonder why they don't get immediate and direct benefits from their publicity and are inclined to be skeptical about the value of advertising in their particular businesses.

There is a conservative figure which has been set by those experienced in advertising lore for use in laying out an advertising appropriation -- 4% of the gross yearly sales -- and this amount is being used by all successful and intelligent advertisers the country over. And while at first glance this might seem like a large sum to be spent for publicity purposes, past experience proves that it is a profitable one for both large and small concerns. Some big advertisers spend a higher percentage.

Let the Headlight representative talk this matter over with you and have him explain our lower-cost advertising plan.



Tillamook Headlight

"Tillamook County's Leading Newspaper"