

The Tillamook Herald

E. E. Crombley, Editor

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Advertising Rates	
Legal Advertisements	
First insertion, per line	\$.10
Each subsequent insertion, line	.05
Home town notices	5.00
Timber Claims	10.00
Notices, per line	.05
Cards of thanks, per line	.05
Locals, per line, first insertion	.75

Each subsequent insertion, line .05
Resolutions of Condolence and Lodge notices, per line .05
Business & Professional cards, mo. 1.00
Display Advertisement, per inch .25
ALL Display Ads must be in this office on Monday and Thursday Mornings to insure publication in following Tuesday and Friday issues. Reasons are imperative.

TUESDAY OCTOBER 12, 1915.

Though the Panama canal is open the recent slides are the worst in its history. At one time fifty-five vessels were held up in passage, and some of them turned back. It is estimated that more than a year will be required to excavate all the dirt that has slipped into the ditch, and then some more perhaps.

The other day one of our republican friends declared with much emphasis that he would never vote for Wilson or the democrats because three car loads of cheese had recently been shipped from New York state to the coast. Well, Oregon is a pretty big state and we think she is about the whole thing, but then after all she is not the whole United States. If we are not mistaken New York State still belongs to the Union. It does beat all what arguments some of our stand put friends put forth. However, we should not criticize the layman too severely, for it has been demonstrated that some of our nearby republican editors have been considerably mixed on the tariff question of late.

President Wilson's plan to raise the tariff on some articles of foreign manufacture, seems to be causing quite a rumpus at Republican headquarters. While the Republicans are in favor of a high tariff, they seem to be very much incensed because the Democrats are planning on raising some of the rates. However, we believe President Wilson's views are quite logical along this line. For instance the war has cut off our supply of dye stuffs from Germany to quite an extent. The democrats propose to put a tariff on this class of goods so that home capital will be encouraged to go into the dye making industry without fear of too strong foreign competition after the war is over. The dye making industry will need protection when the war is over, and so will many industries that did not need it before the war. The administration proposes to adjust the tariff to meet the new conditions. Before the war broke out in Europe labor conditions were such in European countries that American manufacturers were able to ship many lines of goods to Europe and under sell those countries in their own markets. The democrats lowered the tariff on these classes of goods because our manufacturers along these lines no longer needed protection. With the termination of the war, however, this condition of affairs will be changed.

The condition of the European laborer may be so much lowered, and his burdens so heavy that he will again be thrown in the dejected pauper class, which competition our laborers so much dread, or the peoples of Europe, as an outcome of the war may carry on their industries in such perfect co-ordination and harmony that waste will be placed at the minimum and their production forced to the maximum in their endeavor to regain the wealth that has been destroyed. Whether the case may be, American industry will, beyond question, be forced to withstand tremendous competition from the European countries when the war is ended and we should be prepared for it.

A DISPLAY OF WISDOM.

(Elbert Bede in Cottage Grove Sentinel.)

This week the Sentinel carries for the first time the advertising of the Pacific Coast Biscuit Co's Snow Flake Biscuits. The advertising is well gotten up, tells some facts every Oregonian should know and gives the reader an appetite for the foods advertised. But this is not to be an ad for the Pacific Coast Biscuit Co.

From the viewpoint of the Sentinel, every Oregonian should eat biscuits made in Oregon in preference to those made in the East, everything else being equal. Doubtless the biscuit company takes the same view.

From the viewpoint of the Sentinel, Oregon merchants should handle only home produced biscuits—and again the biscuit makers will probably agree with us.

From our viewpoint, Oregonians should wear none but Oregon-made clothes, should drink none but Oregon roasted coffee, should sleep on none but Oregon-made mattresses and should eat no bread not made of Oregon flour.

If merchants carried none but Oregon-made goods when they could be secured it is probable that their customers would get into the habit of using no others.

Why does the Oregon merchant carry Eastern-made goods when he can get Oregon-made goods of the same quality? Why in the name of common sense does he carry Royal Baking Powder, National Biscuits, Hart, Schaffner & Marx Clothing, Ostermor Mattresses, Heinz's 57 Varieties, Chase & Sanborn Coffee, 3 in 1 Oil, Old Dutch Cleanser, Nabisco Wafers, Ivory Soap, Barrington Hall Coffee, L. L. May's Seeds, Campbell's Soup and a few hundred other Eastern-made articles if just as good articles in the same line are made in Oregon?

It is because the buyer wants these goods and it is the merchant's business to sell what the buyer wants.

Why does the buyer want these Eastern-made articles? Surely pure patriotism should impel him to wish for Oregon-made goods.

The reason that the buyer wants these goods is largely because he has seen the names of these goods in display and other kinds of type so often that he asks for that kind without really knowing why. He has tried them, knows that they are as good as the advertising says they are, and he keeps on buying because the advertising tells him to.

There is a solution for this problem and the Eastern manufacturer who ships his goods from the Mississippi River and Atlantic seaboard and sells them in competition with Oregon-made goods has shown what it is.

It is to so impress upon the buyer the name of Oregon-made goods that he will look for them just as he now does for Royal Baking Powder, Nabisco Wafers, National Biscuits, Kirschbaum Clothing, and other nationally advertised articles. Then the local merchant will not have to carry Eastern-made goods to satisfy his customers.

It will not do any good for Coast manufacturers to go to sleep theorizing that Coast people should buy Coast-made goods from patriotic motives.

While they are sleeping someone in Cottage Grove may be reading a magazine, a Portland newspaper, or the Cottage Grove Sentinel. A display line catches his eye. The next day he buys a Kirschbaum suit because that is what the display line told him to buy.

Of course he could get just as good clothes made in Oregon or Oregon wool but he has never seen a display line that would lead him to believe that woolen goods are even made in Oregon—consequently the money spent for that suit goes to pay laborers who spend all their money on the other side of the continent.

Oregon manufacturers have got to beat Eastern manufacturers at their own game.

They have got to change indifference to Oregon-made goods into a demand for them.

The Pacific Coast Biscuit Co. has chosen wisely in using the country newspaper in its campaign as the med-



O. I. C. SWINE

I have some choice young pigs for sale, both sexes, the kind that mature very young. One of my herd boys weighed 620 lbs. at 18 months old. My hogs have won ribbons at county and state fairs. Phone or write for prices.

JOE DONALDSON

R. F. D. No. 1, Tillamook

Coast Power Co.
is able to serve

Every Electric Need

- House Wiring
- Lamps
- Lighting Fixtures
- Shades
- Flashlights and Batteries
- Electric Irons
- Light Cooking Devices
- Electric Ranges

We will help you solve your Power Problems.

ium with which it will create such a demand.

DEPARTMENT OF LABOR ANNOUNCEMENT

Distribution Branch, Portland, Oregon, Oct. 6, 1915.—The United States Department of Labor, through its local branch at Portland, Oregon, again directs the attention of the public to the fact that it maintains a Division Of Information for the benefit of employers of labor seeking help and for the assistance of workers seeking employment.

While this service is entirely free and available to all in both city and country, the Government realizes that it is the employer situated outside the larger cities and towns who is handicapped in securing competent help because of his remoteness from the ordinary labor markets. Therefore it is particularly to such, comprising farmers, ranchers, orchardists, stockmen, cannery and manufacturers, that the Government tenders its free service. Employers can be put in prompt touch with skilled or unskilled help of almost any race or nationality and for any kind of work including domestic service.

Every Postmaster is an authorized agent for the Government's Employment Branch and will receive applications from employer or unemployed. Or such applications and requests for information may be sent to the District Headquarters under the following address:

Office in Charge,
Distribution Branch,
U. S. Immigration Service,
424 Railway Exchange Building,
Portland, Oregon.
The Service Is Free.

LAND FORTRESSES OUT OF DATE.

New York Times: It will continue to be physically possible, no doubt to build a fort so strong that no shell could penetrate it, whether fired directly at high angle or to fall upon it vertically from the clouds. It would require merely to calculate the force of explosives and the resistance of steel and concrete, and make the steel and concrete thick enough. But it may have ceased to be worth while. A fort will still be vulnerable from below ground. Its foundation could not be laid so deep that an enemy might not drive a tunnel under it, and then it would be necessary to put enough high explosive there to blow the fort away. So perhaps, in the future military strategy will adjust itself to the idea that fortifications can not be permanent, wherefore they had better be even more than impermanent, serving only as temporary bulwarks against an oncoming enemy. The most rigid, the most irreducible thing so far discovered in this war is a trench filled with soldiers, supported by artillery and machine guns. That protection is what saved the great fortress at Verdun in France.

The case between coast defenses and warships is very different. There the offensive has not overtaken the defensive. This has been proved in the Dardanelles. The modernest warships carrying the largest guns afloat, failed to reduce the defenses some of which could hardly be called up to date, much less modern. The fire from warships must be direct.

WHAT DO YOU THINK.

When a ten year old child plays on a pile of ties on a railroad right of way and the ties fall and hurt him, one is naturally sorry for the boy, but how does this accident give the guardian the right to sue the company for \$20,000 when the child was hurt while trespassing.

If a suit like this can be maintained and collected as is now being attempted against the Great Northern railroad in Washington, why could it not also be done if a child came into your back yard, climbed on your woodpile and caused the wood to fall on him. It will be interesting to watch the results in this case.

YAMHILL MILLING COMPANY

FLOUR, GRAIN, FEED

Morning Star Y Family Blend Oregon Flower

E. T. ULLMANN, Mgr.

In Commercial Bldg. Mutual Phone

COMING

JANE COWL

FASCINATING BROADWAY STAR
A Gripping Dramatic Novelty
5 REELS

"THE GARDEN OF LIES"

By JUSTUS MILES FORMAN

Another Broadway Feature
At the
STAR
Wed. and Thurs.

A picture you will all like—Played by an all STAR cast and the photography is good. Don't forget this beautiful Drama in 5 reels and a Comedy that will drive away the blues making a 6 reel show for the usual price.

2 INCH POST IRON BEDS

SPECIAL \$7.50

Ammer Furniture Co.

Wood! Wood! Wood!

Vine Maple, cord \$5.00
Dry Alder " 3.35
Body Spruce " 3.35
Dry Crab Apple, cord 5.50

FULL MEASURE, GOOD WOOD DELIVERED ANYWHERE

JOHNSON & SIMONSEN
Route 1, Tillamook.
LEAVE ORDERS WITH L. S. JOHNSON.

Notice of Administrator's Final Account

NOTICE IS HEREBY GIVEN that the undersigned administrator for the Estate of J. A. Roberts, Deceased, has filed in the County Court of Tillamook County, Oregon, his final account, and that November 6th, 1915 at 10 o'clock A. M. has been fixed as the time and the office of the County Judge of Tillamook County, Oregon, as the place for the hearing of said final account. All persons interested in said settlement are notified to appear at said time and place and make known any objection to the discharge of said administrator.

Dated September 27th, 1915.
P. B. Jackson, Administrator of the Estate aforesaid.

Notice
Owing to the fact that we shall be obliged to discontinue our business after January 1st, we hereby give notice that all accounts owing to the undersigned, and unpaid after the 20th of October, 1915, shall be handed to our Attorney, Mr. William Marx, for attention.

Chas. Peterson,
C. S. Barnes.

ALEX. M'NAIR & CO.

GENERAL HARDWARE

KITCHEN RANGES and HEATING STOVES

See Us for Prices Before Ordering Elsewhere

NAPOLEON'S MAXIM.

It Can Be Traced Back to Tacitus the Second Century.

Napoleon's maxim was, "It is that Providence is on the side of big battalions, but by what right?" become the property of the "moral" is not quite clear. There may have been upon it, he did invent it, and it is his merely by conquest.

In the first place, we can look back to Tacitus, who in the book of his history, written several in the second century, says, "The horrid adesse" ("The gods are on the side of the stronger"). From Tacitus we jump to St. Augustin, a 4th century litterateur, who lived in the second century. "God is generally on the side of the large battalions against the little," he wrote. From him or possibly from her mother, St. Augustin's vigils, his contemporary, wrote, "Providence is always on the side of the great battalions."

Some fifty years later came Voltaire who wrote in a letter to M. de Malesherbes, "It is said that God is always on the side of the bravest battalions." A letter was written in 1770, when Napoleon was but one year old. The letter was written in 1770, when Napoleon was but one year old. The letter was written in 1770, when Napoleon was but one year old. The letter was written in 1770, when Napoleon was but one year old.

MEANING OF "JITNEY."

There Are Many Theories as to Origin of the Word.

The meaning of the word "jitney" is a five cent piece. The origin of the word is wholly on supposition, and explanations are given. One in the subject gathered the following information: A correspondent, Boston, Mass., said he had seen a sign in Glasgow, Scotland, over fifty years ago. It was a designate something small or mean. The word was said to mean the Scottish "jitty," which means a coin, and the French "jenny," which means a coin, and the French "jenny," which means a coin.

Another correspondent said a foreign word which originated in six as the name of a small coin. A Russian scholar, however, claims there is no such coin and the word in Russian means "jenny." A correspondent from the Wash. says the word "jitney" means five cent piece, can be traced to hundred years and was the word used by slave traders for coin.

An Oakland, Cal., correspondent that "jitney" is a word used by southern negroes. There the word when told to run an errand says, "get a jitney, boss?"

A Los Angeles man says the term is Mexican vernacular for "Philadelphia Press."

Claver Hen.

One of England's sporting papers the Earl of Norwich, and the story about an answer which he ship once gave to some one who chaffed him about some of his sports.

"Yes," he replied, with a smile, "I will that some of them were rather yards. I outbid the waddlers. A hen, you know, set out to see world and met a crow in a field wood."

"But," said the crow, "are you afraid, without good wings, of your way in all this tangle?"

"Afraid?" Not I," replied the "Every yard or two I try to guide myself back by."—*Los Globe.*

He Stood.

It happened in a crowded street-car one evening recently. A passenger shifted his seat, arose, pretended to take off his hat and to an equally if not more dened female stranger. "Won't you seat, madam?"

"Oh, thank you so much," cried lady. "I'll take the seat with you, but I don't want you to stand up."

"Gee, lady," he grinned, "I'd like to accommodate you in ways, but what would the people if you was to sit in my lap?"—*Francisco Argonaut.*

Russia's Merchant Flag.

The Russian merchant flag is a isonant tricolor of white, blue and red. Originally it was the Dutch flag. Its appearance so pleased Peter Great that he took it with him to Amsterdam and hoisted it upon his flag to distinguish it from the Dutch banner met with much success. However, as the flag in an position denoted a flag of distress, eventually the stripes had to be changed before Russia adopted a national emblem.

Inconsiderate.

She—I think Mrs. Rinks is one of the most tactless and objectionable women I ever met. He—Why do you say so? She—Why, at the club this afternoon just started to tell one of the things our Willie had said, when she told the same story and another her horrid little Johnny. —*Times-Dispatch.*

Ungrateful.

"Women are an ingrateful lot. 'Anything special?'

"Yes—My wife urged me to go to politics, and ever since I have nominated she has talked about a lot of new furniture she could bought with the money I would

Eat

Viereck's

Bread

TILLAMOOK BAKERY

AT ALL GROCERS

PETER BECKER

Merchant Tailor
2nd East Avenue
DRY CLEANING PRESSING, AND REPAIRING