SECRETARY OF AGRICULTURE AND FAMILY

Here are six visible reasons at least why the famous T R. and the new Secretary of Agriculture, Henry C. Wallace of Des Moines, Ia., were great personal friends. It is those six sturdy Wallace children, three boys and three girls. Two of the boys and one girl are to remain in Des Moines and run the Wallace Farm papers while dad and mother go to Washington to live. Mrs. Wallace and the girls always did all of their own housework.

WORLD WAS WITHOUT ADVERTISING

To realize the value of advertising just imagine a world without it.

There would be no standard of value. Petty cunning would have the jungle hold on honest purpose.

Sliding prices and special discounts would lure the buyer into thinking he had bought a bargain, when he had paid too much.

The "Get All You Can" dealer, with his policy of Caveat Emptor (let the buyer beware) might preponderate over the one-price dealer whose policy is the square deal to all.

No buyer would know what was the right price—or the fair price.

Prices on the same article in different localities would vary 100, 200 and 300 per cent, depending upon what the traffic could bear in each locality.

Every purchase would be like an old-fashioned horse trade, with the advantage on the side of the rapacious and avaricious.

The buyer and the seller would be antagonists.

Distrust and suspicion would reign where confidence.

The seller would not have the advantage of building up business by selling brands of established value at the one fair price. Nor would the buyer have the protection which such brands offer.

There would be no uniformity of quality or value. There would be hundreds of brands where one exists now. This would mean higher production costs, higher selling cost, and difficulty of choice on the part of the buyer.

And the "get all you can" attitude of the "sliding price" dealer and the suspicions born of uncertainty on the part of the buyer would result in a haggling, bargaining method of buying and selling that wastes the most precious thing in the world—time.

Purchases that now take a moment or so would take hours.

No—the complex civilization of today is geared right into advertising. Economic necessity demands it. It changes uncertainty to certainty—chaos to system, and under the daylight of truth furnishes the most economic system of distribution that has ever been devised.

The very people who shortsightedly call advertising unnecessary—the cracker box philosophers who say that advertising cost is added to the price of the merchandise—are benefiting from advertising in every purchase they make.

They are saving time—they are saving money because advertising has stabilized values everywhere and lowered prices. Advertising protects them some way every day.

Advertising is not only a protection to the buyer—not only a reducer of prices and an increaser of values to the public, but it is of the greatest educational value.

In ten years advertising induced more people to care for their teeth and use safe dental creams than the advice of the dentists for over half a century.

Advertising has given the country boy the styles of the city. It has put city conveniences in country homes. It has increased the standards of living everywhere, not only by pointing the way to these conveniences, but by lowering the cost.

Buy from merchants who advertise, and buy the brands which are advertised.

For the brand is a guarantee of satisfaction. It is a protection that insures quality, and assures the greatest value for every cent of the purchase price.—Astoria Budget.

WEATHER REPORT FOR MARCH 1921

Max. temp. 65 degrees on 28th, min. 23 degrees on 14th. Mean max. temp. 51 degrees, mean min. 35.6 degrees. Mean monthly temp. 43.3 degrees, which is normal. Precipitation 6.33 inches, which is 1.20 inches above the average. Prevailing wind N. W. Severe storm on 10th. Snow 3.6 inches. There were six clear, eleven partly cloudy and fourteen cloudy days, while measurable precipitation fell on nineteen days. There were a number of killing frosts, doing no damage, as neither fruit trees nor tender vegetation were advanced enough. Up to the 26th the weather was wet and unfavorable for plant growth and outdoor work, after the 26th the weather cleared up and plowing and sowing were the order of the day.

Jos. Hackenberg, Obs.

SMILES

Green servant—The missus told me to come down and tell you she was not at home.

Visitor—Very good. Now go back and tell her I did not call.—Ex.

"Were you trying to catch that train, sir?" he asked pompously.

The panting would-be passenger eyed him balefully for a second before he hissed in reply: "Oh, no, I merely wanted to chase it out of the station."—The Arklight.

"Anybody hurt in the wreck?" "One gentleman, I believe." "Bones broken?" "I think it was his heart. He sat down by a leaking suitcase and shed tears."—Birmingham Rge-Herald.

Woman refuses to uncover ears

Dame Fashion has decreed uncovered ears for milady in predictions for 1921 spring and summer hairdress. Still, her American highness, woman, has of late years found that fashion's dictate can be ignored—and that is just what she is doing this spring. This low, snug coiffure, as worn by Constance Binney, lends itself most beautifully to the close-fitting spring, turban, so it prevails amongst the big majority.

MILITARY ACADEMY PLANS ENCAMPMENT

Portland, Ore., Apr. 6 (Special)—Hill Military Academy, Portland, is planning an encampment at Fort Stevens for next month. Arrangements will be made by Major Thomas E. Cathro, U.S.A. About 140 boys will be included in the party. The cadets have a new baseball coach, Harry Kahlo who served overseas and who, when he was in Belgium, organized and coached two teams and staged a big baseball game, much to the delight of the soldiers and the Belgians.

The Hill cadets had bad luck when they made the trip to St. Helens to play basket ball but they declare the St. Helens team to be fine sportsmanlike fellows and are glad they had a chance to meet them.

Statement of the Ownership, management, Circulation, etc., Required by the Act of Congress of August 24, 1912, of

ST. HELENS MIST

published weekly at St. Helens, Oregon for April 1st 1921. State of Oregon, County of Columbia.

Before me a Notary Public in and for the State and county aforesaid, personally appeared S. C. Morton, who, having been duly sworn according to law, deposes and says that he is the Editor Manager of the St. Helens Mist and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher Mist Publishing Co. St. Helens Oregon. Editor S. C. Morton, St. Helens, Oregon. Managing Editor, S. C. Morton, St. Helens, Oregon. Business Managers S. C. Morton, St. Helens, Oregon.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.) O. D. Heilborn, T. H. Morton, S. C. Morton.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

S. C. MORTON, Manager.

Sworn to and subscribed before me this 5th day of April 1921.

E. E. QUICK.

(My commission expires April 13, 1924.

HAPPY THOUGHT.

To be worth naught,
Absolutely nil,
Just let yourself
Run down at the heel.
But you will "arrive,"
As everyone knows,
If you make yourself
Keep up on your toes!

90 Million Pennies a Month

Ninety million pennies are being turned out of the mints every month to meet the demand for "odd cent" sales caused by war taxes. This is an average of 3 million pennies a day. It takes between 400 and 500 men and women just to count the pennies and put them in packages for distribution. However, they are not the only ones who are counting pennies these days while having to spend dollars.

The farm woman in a family of five, who pumps, pours, and handles water by hand, lifts an average of one ton of water a day.

MILLINERY

In latest and most up-to-date styles. New merchandise arriving daily.

M. RICEN
OPEN EVENINGS

A symbol of correct lubrication

A ZEROLENE DISC is the identifying mark of high-grade lubricants, the symbol of an efficiency in the manufacture of fine lubricants hard to duplicate elsewhere in the world. Zerolene *is* Correct Lubrication.

Follow the recommendations of our Board of Lubrication Engineers embodied in the Zerolene Correct Lubrication Chart. There's a grade of Zerolene for the Correct Lubrication of your engine. Ask for a Chart for your car.

STANDARD OIL COMPANY
(California)

A grade for each type of engine

EDDIE'S PLACE
HAGBART BORDALS
Confectionery, Cigars, Candy
A Pleasant Place to Spend an Hour at Pool or Games.
Soft Drinks.
Pool Hall Phone 132-W
ST. HELENS

If it is Real Estate and you wish to buy or sell, see
THE RUTHERFORD REALTY COMPANY.

Somebody has been paying rent in St. Helens for the past 17 years. They had nothing seventeen years ago and have held their own first rate. They have paid for at least two good homes but took titles in worthless rent receipts.

Will you be thrifty or thriftless—its up to you.

Houses

New modern 4-room and two good lots. Full Basement. $2300

Good 5-room and fine basement, two good garden lots, garage, some fruit. House in excellent shape and nicely painted. Only $1600.

Good 7-room and two good soil lots with 12 bearing fruit trees. Close in and fine view lot. Large garage. Best location in town. Only $5000. Worth $7000.

Fine 5-room and 3 choice lots. Lots of fruit and out buildings. House completely furnished. Only $2300.

Farms

Stock farm of 160 acres, close in, 40 acres meadow, fine trout stream; outside range, orchard, large barn, only $60 per acre.

Best 80 acre fruit farm in Columbia County. Close to River, rail and highway. Good buildings and full equipment. Gravity water system. 500 fine bearing apple trees and much other fruit. Can't be beat, only $10,000.

Fine 25 acres farm, fine location, stocked and equipped, most all clear. Good buildings and plenty of fruit. Only $5000.

We have a large list of trades. Fine soil acreage tracts on highway. $150 per acre and up.

RUTHERFORD REALTY CO.
PHONES—Office, 123; Residence 38-J and 74-W

DEPOT GARAGE
THE DODGE AGENCY
We are agents for this popular and well known car and will be pleased to demonstrate at any time.
CAR FOR HIRE—DAY OR NIGHT
Blacksmith Shop in Connection.
TIRES Full Line of AND ACCESSORIES
WELCH & HANSON
Proprietors
Phone 63 West St. Helens

Floors—Refinish Yours Yourself
with paint or varnish. We tell how

IT'S a simple matter, if you cannot get a painter, to refinish any floor—fun, in fact, to do the work yourself.

We make the finest finishes. They dry over night, so you can walk on them in the morning.

They are made for laymen's use as well as painter's—they flow and spread easily and cover well. The result is a smooth and lustrous finish—just the one you want to get, although you—an amateur—do the work.

Women can apply these products as well as men.

Fuller makes a famous floor paint—Rubber Cement Floor Paint and two famous varnishes called "Fifteen-for-Floors" and "Fullerwear."

They are Fuller's Specifications for home floors—each for a particular effect.

We make also a special line of paints, varnishes, enamels, etc., for all kinds of interior decorating. And we maintain a Free Advice Department that will tell you in detail how to use them. You simply describe the article, how finished now, and the effect you want to get.

We've specified these materials and methods for you after 72 years' experience with paints and painting practice. We are one of the largest paint manufacturers in the United States.

Don't think you can't do work like this simply because you haven't ever done it. Follow *Fuller Specifications* and you'll get the right effect.

Where to Buy

Important that you get the right material so be sure to go to the right store for Fuller Products. Cut out the coupon below as a memo to direct you.

W. P. Fuller & Co.
Dept. 2, San Francisco
Established 1849
Pioneer Paint Manufacturers for 72 Years
Branches in 16 Cities in the West
Dealers Everywhere

Fuller's
SPECIFICATION
"Home Service" Paints
Varnishes - Enamels

Rubber Cement Floor Paint—a sanitary, waterproof and durable paint for floors of kitchens, closets. Attractive in color and gloss. Dries hard over night. Made in 12 colors.

Also makers of House Paint, All-purpose Varnishes, Silken-white Enamel, Fifteen-for-Floors, Washable Wall Finish, Auto Enamel, Barn and Roof Paint, Porch and Step Paint and Pioneer White Lead.

SAVE THIS

(Cut this out and put it in your pocket book or hand bag as a memo.)

Fuller's "Home Service" Paint Products are sold by the following in your city:

LARSEN & CO.
St. Helens, Oregon