

## A Newspaper's TWO Sources of Revenue

Subscriptions and Advertising Are the Only Sources of Revenue a Newspaper Has and Often the Subscriptions Do Not Pay for the Cost of White Paper

Advertising today, especially in newspapers, is the greatest business getter there is. This is acknowledged by men who know. People read advertisements in newspapers. They have been educated to do so. Every merchant in our town ought to advertise. You remember the story about John Wanamaker? The first day he was in business his receipts were \$24.64. He kept the 64 cents and spent the \$24 the next day in advertising. We all can't duplicate this feat, but according to the best statistics available three per cent of the gross sales should be put aside for advertising.

Possibly you will say, "I don't need to advertise. I've been in this town thirty years and everybody knows me."

Probably they do, but did you ever stop to think of the sales you lose because your fellow competitor advertises? He may advertise the same goods you have in your stock, but the people don't know you have them. The other fellow gets the sale because he advertises. And, then, how much more business you would do if you did advertise?

We know of one merchant who advertised a lot of goods at 19 cents a yard. They cost him 27 cents. He took a clean loss, but while the sale was going on he could buy new goods at 12 cents. He put them in with the other goods and the result was that he cleaned his shelves of the old goods and he broke even on the deal. Advertising and good buying liquidated his stock without a loss.

We can't all be John Wanamakers, but we all can advertise in proportion to our business. Results will be sure if you advertise honestly and give service. A newspaper can bring people to your store, but it can't make people buy your goods. Your clerks must do that, and it depends on the service you give as to how successful your business will be.

What is done in the big cities can be done right here in this town if you will show the pep, give the service and advertise. Make business good. You can do it through this newspaper.

## Real Estate...

10 Lots Sold in One Day in Beautiful Central Addition

The popular place to buy for a home. Good drainage, fine view, 2 blocks from depot, Bank and postoffice. Just a few choice lots left. \$75 to \$150; 1-4 cash, bal. \$2) per month. Call or write

**G. B. RICHMOND,** Vernonia, Oregon.

## THOMAS BROS. ...GARAGE...

Storage, Expert Auto Repairing, Acetylene Welding, Ford Parts and Accessories

Sales Agents for

Fords and Fordson Tractors.

3rd St., opposite postoffice

Vernonia, Oregon.

# Mills, Lum- ber and Fac- tory

# JOB PRINT-

# ING=

We can save you money on this kind of Printing

We Print Anything

**VERNONIA EAGLE PRINTING**

### ON EQUALITY WITH HUSBANDS

Filipino Women, Entering into Matrimony, Become Partners in Future Business Enterprises.

"When a Filipino woman marries she goes into partnership with her husband," said Mme. Sonia Reyes de Veyra, wife of the Philippine commissioner to the United States. "While the men handle the work and employees, the women attend to the finances, act as cashiers, pay the workers and oversee much of the business." Things are made easy in many ways for Filipino women, she asserted, writes Louise Cattoi in the Milwaukee Journal. Professional opportunities are as good for them as for men. Women are already members of the Philippine Bar association, a privilege not open to British women.

"Married women in the Philippines hold their property in severalty, and are guardians of their own children. Of the property which accrues to a married couple, the wife is half administratrix and there are vested rights which cannot be taken away. It is not unusual for the mother of a family to have not only household leadership, but economic control." Women's clubs are rapidly growing in the islands, Mme. De Veyra said, and pointed out that already 305 clubs and associations exist, which have formed a federation.

Mme. De Veyra has four children, "as bright, healthy and happy as any mother could wish," as she described them.

'Tis Me! 'Tain't Me!

Now get this—it's good. Two sets of twin brothers occupy their time in the business life of Indianapolis. One set is Louis and Andrew Hoover, as alike as the aces on a pair of dice. The other is William and Charles Small, as similar as bananas.

Lou Hoover knows Bill Small, but he doesn't know Charles.

Charlie Small knows Andy Hoover, but he doesn't know Lou.

The other day Lou Hoover met Charlie Small on the street.

"Hello, Bill," said Lou.

"There you are, Andy, all messed up again. I'm Charlie not Bill."

"Well, you haven't anything on me. I'm Lou, not Andy."—Indianapolis News.

Let the Eagle print you some personal bank checks on Hammermill Safety paper. Come look at it.

In Detroit a man struck a match to look at his auto gas tank. Now he's learning to read with his fingers.

In the life of a Vernonia boy the saddest words of tongue or pen are "When does school take up again?"

### A Serious Matter.

"I suppose," said the cross-examining lawyer, in his snappiest manner, "that you remember the date of your birth?"

"Certainly," said the witness with a bored air. "Every man remembers his birthday."

"A newly born infant has no memory. Now, sir, how do you know that it wasn't a day sooner or a day later, or a week, or a month, or a year than the date you have in mind?"

"Why—er—ahem—I've been told—" "Exactly. You've been told, but you don't know. Step down, Gentlemen of the jury, this is the kind of witness who has testified against the unimpeachable character of my client."—Birmingham Age-Herald.

### Forage Crop Pays.

As a result of systematized regulation by the United States forest service, the forage crop of the national forests is now returning an annual income to the federal treasury of close to \$2,500,000, says the American Forestry magazine. By a system of range allotments under which nominal grazing fees are charged, the forest service has brought the national forest ranges under practical and profitable administration.

### The Pitcher and the Well.

"Did you participate in many engagements while in France?" asked the interested old lady.

"Only five," replied the ex-A. E. F. er with becoming modesty.

"And you came through them all unhurt?"

"Not exactly," he returned sadly. "I married the fifth."—American Legion Weekly.

A new dictaphone reproducer has been invented which is claimed to be far superior to present instruments of its class. The volume of sound can be altered by shifting a small lever, and increased to such a degree, it is claimed, that head receivers are not necessary.—Popular Mechanics Magazine.

### Great Stuff.

"Gonna put Hamlet in the films?" "Can get some great effects with the ghost."

"Huh?"

"Look at the way he can fade in and out."—Judge.

If the average Vernonia man had to spend a whole day as a telephone operator and change his mind about how the exchange ought to be run.

If you have lot to sell call at Eagle office and list them. We can sell them in a few hours if you are not profiteering. Buyers enquire here every day; but

Mr and Mrs. Lee Hall of Pocatello are guests of Mrs. Lindquist.

## Here's More Items and Pick-ups

Alden John made a business trip to Portland Saturday.

Mr. Inyard and family recently moved from Boesna to the Miller place, which they purchased.

The only thing the matter with the dog tax ordinance is that we happen to own a dog.

Ever notice that about the time you get used to straw hat it's too dirty to wear any longer?

Quite an improvement has been made in the roads during the past week.

It's a good deal better to "stop, Look and Listen" than to speed stall and hear angles.

The average Vernonia woman's ambition is to look as well as she thinks she looks.

Still another trouble about getting rich quick is you may get caught a good deal quicker.

A dog tax ordinance of \$2 and \$3 has been passed by the City Council.

Progress means "Pep" Things are accomplished by Doing. Action Counts.

Miss Irma Walker has given up her position in the Vernonia Bank and will return to her home at Rockaway soon.

Mrs. Charles Ream of Mist was in the city last week end.

Local news matter was handed us by several, this week, and we certainly appreciate it. Local news on every page. Tell us any items you may know.

WANTED; Contract work; either logging, road work or grading.—Forsberg and Co. Columbia City Ore.

### CHURCH SERVICES

Vernonia Church of the Evangelical Association, Sunday Services; Preaching 11 a. m. and 8 p. m. Sunday school 10 a. m. Young People's Alliance 7 p. m. Prayer Meeting Thursdays 8 p. m. Choir practice Tuesdays 8 p. m.

## MAN ASKS AND GOD ANSWERS QUESTIONS ON THE RESURRECTION

By The Laymen's Home Missionary Movement, 1327 Snyder Ave., Philadelphia, Pa.

Where do souls not go at death?

(1) The souls of the wicked, Rev. 21: 27; And there shall in no wise enter into it [the heavenly City] anything that defileth.

(2) The souls of the righteous, John 3: 13; No man hath ascended up to heaven. Acts 2: 34; David is not ascended into the heavens. Heb. 11: 39; These all, having obtained a good report through faith, received not the promise.

What events must precede our entering Heaven and seeing the Lord?

(1) Jesus' Second Advent, John 14: 3; I will come again, and receive you unto Myself, that where I am, there ye may be also.

(2) The Saints' resurrection, Luke 14: 14; Thou shalt be recompensed at the resurrection of the just.

(3) The Judgment Day, 2 Tim. 4: 8; Henceforth there is laid up for me a crown of righteousness, which the Lord, the righteous Judge, shall give me at that day, and not to me only, but unto all them also that love His appearing. Rev. 11: 18; Thy wrath is come, and the time of the dead, that they should be judged, and that Thou shouldst give reward unto Thy servants, the prophets, and the saints.

What Scripture proves that even Jesus had to wait until after His resurrection before He could enter Heaven?

John 20: 17; Jesus said unto her, Touch Me not; for I am not yet ascended to My Father; but go to My brethren and say unto them, I ascend unto My Father and your Father, and to My God and your God.

Where is the soul between death and the awakening of the dead?

Ps. 16: 10, Am. Rev. Ver.: For Thou wilt not leave My soul in Sheol. Acts 2: 31, Am. Rev. Ver.: He, foreseeing this, spake of the resurrection of Christ, that His soul was not left in Hades. Eccl. 9: 10, Am. Rev. Ver.: There is no work, nor device, nor knowledge, nor wisdom in Sheol whither thou goest.

What does the word resurrection mean?

(1) Not merely the awakening of the dead, else Jesus would not have been the first one to be resurrected. Matt. 9: 18, 25; My daughter is dead, but shall live. He took her by the hand, and the maid arose. John 11: 43, 44; He cried with a loud voice, Lazarus, come forth! and he that was dead came forth.

Acts 26: 23; Christ should suffer, and that He should be the first that should rise from the dead. 1 Cor. 15: 20; Now is Christ risen from the dead and become the first fruits of them that sleep.

(2) But a resting from imperfection to perfection. Luke 20: 35, 36; They which shall be accounted worthy to obtain . . . the resurrection . . . are equal unto the angels, and are the children of God, being the children of the resurrection.

Phil. 3: 10, 11; That I may know Him and the power of His resurrection, and the fellowship of His sufferings, being made conformable unto His death, if by any means I might attain unto the resurrection of the dead. Acts 24: 15; Have hope toward God. . . . that there shall be a resurrection of the dead. Acts 26: 6, 8; I . . . am judged for the hope of the promise made of God unto our fathers, unto which promise our twelve tribes, instantly serving God day and night, hope to come; for . . . why should it be thought a thing incredible with you that God should raise the dead?

What two things are the antecedents of the resurrection?

(1) The fall from perfection into sin, imperfection and death through Adam, Rom. 5: 12, 17, 19; By one man sin entered the world, and death by sin. By one man's offense death reigned by one. By one man's disobedience the many were made sinners. 1 Cor. 15: 21, 22; For since by man came death; . . . for . . . all in Adam die.

(2) The Ransom from sin, imperfection and death through Christ, 1 Tim. 2: 5, 6; The Man Christ Jesus, who gave Himself a ransom for all. Rom. 5: 17, 18, 19. They which receive abundance of grace and of the gift of righteousness shall reign in life by one, Jesus Christ. . . . By the righteousness of one the free gift came [shall come] upon all men unto justification of life; for . . . by the obedience of one shall the many be made righteous. 1 Cor. 15: 21, 22; By man came [shall come] also the resurrection of the dead; for . . . all in Christ shall be made alive.

What is resurrected?

(1) Not the body, 1 Cor. 15: 35, 37; With what body do they come? That which thou sowest, thou sowest not that body that shall be.

(2) But the soul, Ps. 16: 10; For Thou wilt not leave My soul in Sheol. Acts 2: 31; He foreseeing this spake of the resurrection of the Christ, that was not He left in Hades. Ps. 80: 48; What man is he that shall live and not see death; that shall deliver his soul from the power of Sheol?



## A Triumph for Value

IN the past two months Firestone has built and marketed more tires than in any similar period in its history.

This steadily increasing public preference is proof of the recognition by car owners of the greater values offered by Firestone. It is a tribute to Firestone men—all stockholders in the company—all actuated by the operating principle of Most Miles per Dollar.

The high average performance of Firestone Cords is without equal in the annals of tire making and is reflected by the general tendency to specify Firestone for hard service. Taxicab and bus lines, buying tires by the mile,

are universally equipping with Firestone Cords.

There are many reasons for the high quality of Firestone tires but chief among the special manufacturing processes are double gum-dipping, thus eliminating internal friction by insulating each cord strand, and air-bag cure, insuring a well-balanced and perfectly shaped product.

Don't speculate in tires—you will find the right combination of price and quality in Firestone. Come in and let us tell you about the service these Cords are giving other car-owners whom you know.

# Firestone

GUM-DIPPED CORDS

Sold by

G. R. MILLS