

VERNONIA EAGLE

Issued Every Friday.
\$1.50 Per Year.

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Advertising Rates—25cts per inch, single column measure, each week. We collect for advertising the first of every month.

PAUL S. ROBINSON.
Editor and Owner.

VERNONIA

Population, 950
High School & Standard Grade school
Pay Roll City—Mills, Logging, work
Farming—dairying, fruit, vegetables
P. A. & P. Ry. Town growing fast.
On Inland Loop Highway between
Portland and Astoria.
A Large territory to draw from.
49 miles from Portland, 35 miles from
Forest Grove, 27 from St. Helens.
Many opportunities in Vernonia.
Best hunting, trapping and fishing in
the northwest.

The world is anxiously waiting for some kind of dependable plan whereby it can reform some of its reformers.

As a Vernonia man said yesterday, "the trouble with most of our politicians is they're trying to fix the government with the wrong kind of a monkey-wrench."

The Vernonia man who won't stop at anything gets farther than the man who won't start at anything.

Nothing tickles a dentist more than for some fellow to come along and start up a new candy store.

A New York newspaper says lawyers and motion picture actors top the list in paying professions with preachers at the bottom. Editors get so little they aren't even considered.

It's a wise child who goes out of the room to laugh when the old man mashes his thumb.

Here's our latest fashion hint for Vernonia women—Do not wear a taffeta dress when you are scrubbing the kitchen floor.

It has about reached the point in this country where only the man with money to burn can afford firewater.

Donkey engines and men are busy on the mill site, clearing for the big pond and new mill.

As a rule every man in Vernonia has plenty to keep his mind occupied, but he can still stop long enough to predict a cold winter.

One of the most dangerous callings in the world is calling the other man a liar.

We have sent Europe twenty-nine billion dollars. If any one man had that much in America he could afford to live at a hotel.

It's a pretty good thing for every boy in Vernonia to understand that the key to success fits the schoolhouse door.

The pessimist puts two and two together and gets 4, but the optimist gets 22.

Two new stores locate in town this week. Watch the advertising columns for announcement.

Here's An Example

William Wrigley, Jr. is soon to own the largest office building in Chicago, built with money made in selling chewing gum at five cents a package. Back in 1907, just 15 years ago, he was unknown. Then he began to advertise Wrigley's gum. The more he advertised, the greater the demand for his brand of chewing gum, of course. Soon he was spending hundreds of thousands of dollars in advertising—and making millions in return. Today he is among the wealthiest men in America, but he is still advertising—and still selling gum. If Wrigley can do this well with a five cent article and lots of competition think what others can do with goods on which there is more profit, and in a field that isn't so crowded. There is a lesson in Wrigley's experience. And that is that no matter how small the profit there's money in if you sell enough of it. And the surest way to sell enough of it is to advertise it.

Railroad Taken Over

The P. A. & P. Ry. running into Vernonia will be accepted by the company Monday. The first shipment of logs started this week. After Monday the freight rates will be reduced from fifteen to twenty cents per hundred depending on the class. Passenger service direct to Portland starting Monday will give us a fare of about \$1.75 one way or \$3.00 round trip.

Berkenfeld Logging Co. started logging operations this week near Pittsburg. Their mill is at Berkefeld.

LESTER SHEELEY ATTORNEY-AT-LAW

Vernonia, Oregon.

DILLARD & DILLARD ATTORNEYS

Practice in any Court—State or Federal.
Office, Court Plaza, St. Helens, Ore.

JOHN L. FOOTE

ATTORNEY-AT-LAW

St. Helens, Oregon

EDWIN ROSS, M. D.

Muckles Bldg. Phone 134

St. Helens, Oregon.

DR. S. H. RUSSELL CHIROPRACTIC PHYSICIAN

Morefield Cabinet Steam Baths.
Office and Residence 108 Columbia St.
St. Helens, Oregon.
Phone 126J. P. O. Box 574

DR. W. G. PARENT

Veterinary Surgeon.

St. Helens Hotel. Phone 44
St. Helens, Oregon.

Vernonia Garage

Bridge Street, East Side, Across from Hotels.

Stage Meets Trains

General Repairs, Tires, Ford Parts, Gas, Oil.

G. R. MILLS, Prop.

Vernonia Brazing and Machine Works

AND AUTO REPAIR SHOP

Largest and best equipped shop in the valley. Bring in any kind of work; it isn't too large or too small for us

Corner of Maple St. and Rose Ave.
Vernonia, Oregon

LUMBER

When You Want It. Order from

Beaver Lbr. Co.

Mill 2 Miles South of Vernonia

Rough and Dressed.

Quick Delivery.

BEAVER LBR. CO.

SEE MANLEY

The Painter and Paper Hanger

Before Letting Your Job. All Material and Workmanship Fully

GUARANTEED

Wanted in Vernonia NOW

A Laundry.
A Jeweler.
A Bath House.
An Apartment House.
A Hospital.
Chair and Furniture Factory.
Auto Agency.
Manufacturers.
Marble and Granite Dealer.
Mattress Factory.
Millinery.
Photographer.
Music House.
Plumber.
Tailor.

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 Tuesday 8 p. m.

Just Arrived

With our Large Shipment of
New Fall Goods is a big line of

CURRIN'S Hand-Made Loggers' Shoes

The best Logging and out-door shoe you can buy.

Come See Them

Watch for our Removal Sale
New Store Just Completed

The Economy Store

A. COREY, Prop.

Vernonia, Oregon

Saturday, Oct. 14

Masquerade Ball

Vernonia Hall.

Prizes Given

Remember the Date

The Stewart Building Service Company

Will build your Building, furnishing all plans for same, for a cost of 5 per cent for plans and 5 per cent of actual cost of construction. Will guarantee all our estimated prices. Will help you finance.

JOHN STEWART, BUILDING SERVICES and MANAGEMENT

601 McKay Bldg. Phone, Broadway 7985 Portland, Oregon

DOCTORS KAUFFMAN and TAYLOR Physicians and Surgeons

Phone 922. Postoffice Box 1

DR. H. KAUFFMAN
Residence Phone 0283

Forest Grove, Ore.

DR. C. L. TAYLOR
Residence Phone 883

Right Here!

Headquarters for all Kinds of

Air Dried lumber

Wood For \$2.50 a Load.

Lay In Your Winter's Supply Now.

TWIN LUMBER CO., Vernonia, Oregon.

Why Go To Portland?

THE FOREST GROVE GENERAL HOSPITAL

Graduate Nurses in Attendance.
Surgical and Obstetrical Cases a Specialty.

Forest Grove, Oregon.

Mr. Merchant

Do you realize the importance of getting your advertising copy prepared early?

You know our old friend procrastination. He's a cousin to the cow's tail.

Why follow, when you can lead?

Supposing all your customers left their shopping in your store until an hour before you were closing up at night, what would happen? You know. It would make great confusion, you couldn't give service and your customers would leave the store dissatisfied.

Well, in a way, that's what you often ask the newspapers to do. You wait until the ninth hour to prepare your copy, and when it reaches the office you expect the compositors to do two hours' work in one.

It can't be done.

The result is that your advertisement is slapped together in great haste, with a chance for errors and without proper display. It can't be otherwise.

Stop that old habit of putting off till the last day, the last hour and the last minute to send your copy to the newspaper office.

Get it out early when you have time to think and prepare it properly. Then send it to the newspaper office two or three days ahead. That will give the newspaper time to prepare your advertisement properly.

You can see the logic of it. It will mean better ads, better service and better results.

That's what you want. That's why you advertise.

Give the newspaper a chance.

Apply the Golden Rule.