

MOUHPICE of the NEHALEM VALLEY

Advertising Medium of a Big Pay Roll Community

NOT HARD TO CHOOSE

Election November 7. Democratic ticket or Republican ticket. This is a Republican state; a Republican county—a Republican ticket will be elected. There is no issue that can be linked with this state election other than party issues.

The Democratic candidate is not the humble, hard-working farmer he would pose to be before the farmer. He is a shrewd real estate juggler and professional politician of many years' standing. The recent farm loan frauds he is accused of certainly look bad for him, and his great tax reduction promises are ridiculous.

Consider the state taxes of 1922. They aggregate \$9,376,289. Of these, Mr. Pierce is responsible for \$1,429,126 through measures which he himself introduced and he specifically approved of \$8,564,039 more by voting for the measures which saddled this sum upon the pocketbooks of the people.

His record of tax-creating measures which he personally sponsored, and his avidity in offering his support in the legislature for money-spending bills is unequalled by any other member of the law-making body.

Mr. Pierce, now complaining, for campaign purposes, of the tax burden has been the most extravagant legislator in the state senate. Through his personal efforts, by fathering bills and backing others with his vote, he has contributed more than any other individual in piling up the present mountain of taxes.

Salary grabs, millage bills, appropriations, market road bill—the contributing factors to the tax total—received his hearty aid. Nor did Mr. Pierce confine his tax-increasing labors to the state alone. He managed to saddle additional tax burdens on the counties.

A few special measures are to be voted on at the coming election, chief of which is the educational bill. This is decided absolutely by the voters either for or against. It is not up to the governor and is not a political measure. Republicans or Democrats will vote on this bill as they are fit. Olcott men will vote for it as well as against it—same with Pierce supporters. The bill will probably carry and with probably as many votes from one party as another.

Walter M. Pierce says state taxes increased 250 per cent from 1916 to 1920. These were the years he was a member of the legislature. As state senator he worked for and voted for every measure that increased state taxes. He was enthusiastic for each tax increase then; now he tries to blame others for high taxes for which as state senator he was largely responsible.—Oregon Voter.

TOWN IMPROVEMENT MAIN ISSUE

"It is hard to teach an old dog new tricks." In quoting the old adage we are not comparing humans with dogs, but it applies only in that it is hard work to make a new, thriving city out of an old established village, without individuals voluntarily giving up old ideas, and join hands with the new and more progressive moves of today. Unity is necessary.

A good newspaper in a growing city is necessary, and the paper urges good things and advanced methods of development that the paper knows is good for the whole people. It is bound to be contrary to the habits and beliefs of a few, but the individual is never condemned or censured—it is only his ideas that the paper disagrees with. Every newcomer, every live, energetic business visitor knows what Vernonia needs.

Every probable investor tells us how fortunate Vernonia is in having the opportunity to develop her water power and at once secure power and light from a hydro-electric plant. Still there are three or four of our old-timers; good, reliable, substantial men, opposing it. It is the "ideas" of these men that so many disagree with, not the men, and many still hope these same men and their following will see the light, join the progressive side, make instead of lose customers, build, promote and unite.

If they are right, if the majority is with them, their home paper will be the biggest booster they have. Probably no business man can enter politics and city affairs without making enemies, while the paper is his mouthpiece and the newspaper is always making enemies. It is the paper's job to make enemies and friends in its fight for high ideals, but, thank God, the editor doesn't count the enemies as personal foes. No institution gets as little and gives as much as a weekly paper in its fight for modern and better ways. Vernonia is today, partly due to its newspaper, the most talked of, growing little city in Oregon. Favorable letters and enquiries come to us by the hundred, and a good impression prevails.

Why spoil it; why throw a monkey-wrench in the machinery, when the city is going ahead with sure signs of success. The Eagle favors hydro-electric power because it is the best and cheapest—no question about that the world over. We know the plans the company is taking in the developing of the whole Nehalem valley, with a probable loop clear through from Pittsburgh to Banks. We personally know of several good-sized industries to locate and use the wonderful power, that personally, for business reasons, have not been mentioned. We are convinced, too, that if we their home.

don't get this power and light now, we probably won't get water now, and that would mean sickness, death, a larger graveyard, and a city going back instead of forward for two or more years longer. The advancement has been delayed three months now and probably longer if the rains interfere. It will now be settled by ballot on November 7, and we have hopes of the progressive spirit winning. The majority will have our support and no hard feelings will exist whatever. We are for a good, clean, moral, law enforcement, fast growing, modern city.

A meeting of representatives from commercial organizations in Washington, Columbia and Clatsop counties is being arranged for the purpose of "getting somewhere" on the proposed Portland-Astoria highway, via Nehalem valley. This highway is the most important in the state, and we believe the commission realizes it. Portland men and organizations favor it—everybody favors it, so why not get it and get it completed before 1927?

Portland hotel men need it, as the scenic beauty is as wonderful and altogether of a different nature than the Columbia River highway. Start work on the highway, the sooner the better.

THE FAIR, BAKER AND CHAPMAN

C. C. Chapman, in his "Oregon Voter," in Civil Government, Public Affairs and Statistics, is the most valuable magazine in the Northwest. Chapman is right most of the time, but like many great and near-great, he occasionally gets off on the wrong foot. His present personal campaign against Mayor Baker and the World's Fair is a losing game for C. C.

THOUSANDS TO BE ENTER-TAINED

The many camps, mills and enterprises surrounding Vernonia on all sides make this the center, the hub, of a small army looking for pastime out of working hours. It's a job for the Chamber of Commerce or some one to entertain all these men as well as sell them merchandise. If they don't get it here, they will spend their money some place else. Clean entertainment is most essential. Bath house, or shower baths are necessary. A large building could contain sleeping rooms, a gym, baths, barber shop, reading rooms and lunch and Vernonia would be thanked and made



THE PEOPLE'S TICKET

Vote for White and Progress

It is customary for an official to receive the second term. Chas. D. White and a splendid selection of citizens compose the "People's Ticket" for Vernonia. It makes little difference whether we personally like the man or not, we are voting for the city's welfare. We know Mr. White doesn't parade and talk much, is no soapbox orator, or a kicker, but we know he is a booster and has property he wants to build on and improve. He wants to see a good, thriving city and is working hard for it.

He is a man that can meet big men, and devotes his time and expense in inducing new industries and new capital to locate. He has made many personal trips to St. Helens and Portland without even speaking of it in trying to hasten railroad work, the Rose Avenue improvement, the Beaver Logging Co. road, the charter correcting, the water system, the lighting question and numerous improvements he knew the city needed speed on. It would be poor policy to stop the work before it is finished. Keep the town growing, finish improvements started and keep going ahead. For the city in its present stage of development and for the good of the business man, home owner and those having property they would sell at a fair price—for needed improvements and for the good of all, we believe it wise to vote the

People's Ticket

- For Mayor—Chas. D. White.
 - For Councilmen—F. E. Malmsten, C. A. Mills, Dr. Sears, C. R. Coyle.
 - For Recorder—Everett Fowler.
 - For Marshal—Everett Fowler.
 - For Treasurer—H. E. McGraw.
- The ticket favors new enterprises, industrial employment, city improvements, lower insurance and more people.

Telegram, a Wonderful Paper

Will The Portland Telegram accept congratulations from the Eagle and many well wishing people of Vernonia, on its growth and wonderful success? The entire Telegram office has just moved into its magnificent new building at 11th and Washington—a three-story brick built colonial style with a tower, the replica of Independence Hall at Philadelphia.

SCHOOL LAW NOT POLITICAL OR PARTY ISSUE

The injection of a religious controversy into the political campaign about to open is entirely uncalled for.

The Declaration of Principles adopted by the Republicans at a meeting in Portland recently has nothing to say about the compulsory school law. Walter M. Pierce, running on the Democratic ticket as a candidate for governor, disclaims for himself and his party that it is the issue and claims to make the race strictly on the basis of tax reduction, and yet, as the legate of Hall, appears to be perfectly willing to accept any votes that may fall his way by reason of the feeling between the warring factions.

Suppose we leave the issue of the education bill to the good sense of the voters. Suppose we take Mr. Pierce at his word that he seeks election on the tax question alone.

Would anyone judge from his record that he would be the proper guarantor of a tax reduction? Who will say that, if he should try his best to reduce taxes, he will be in a position to do so, unbacked by a majority of the legislature?

What in any event could be done to reduce taxes? Nothing but economy, economy, not only by the officials but by the people themselves. If the people will have better roads, increased educational expenses, and other benefits at a time like this, and are determined to vote bonds to get them, let the people themselves stand sponsor for their acts and not throw the blame upon the public officials.

The Republican candidates stand pledged to do what can be done toward a reduction of tax burdens, upon a platform of economy. If elected, they will be backed by a Republican legislature and in a position to do what can be done to relieve the people.

The Republican party, headed by President Harding, has done much to effect a saving to the people and bring things back to a pre-war status. Shall the state of Oregon be the one to discredit the administration? Shall we put ourselves on record as going back on the doctrines which have already led to the accomplishment of much that is good?

Let's forget extrinsic issues, except as they arise and are placed before us by themselves. Let's accept the candidates' own statements of platform and judge who will best carry out his promises.—From Aurora Observer.

A longshoreman is probably the champion of all union men to "walk out." A strike to a longshoreman could be called on account of a laborer hanging his hat on the wrong peg, or because the boss smoked a different brand of cigarette. And when he wants a week off on strike he won't let anyone else work. Don't know of any organization as ready to strike as the longshoremen. They are the limit.

LEST WE FORGET

"I pledge my allegiance to my flag, and to the republic for which it stands, one nation indivisible, with liberty and justice to all."

AND NOT HALF ENOUGH

"Vernonia Heights," or Central Addition, is building up very fast; new residences weekly. Rose avenue is almost a solid row of bungalows and cottages. The East Side and the High School locality is fast becoming a pretty residential district. The building is being done in various parts of the city at an equal pace and from the new J. W. Rose residence at the northwest entrance of town, to the Judge Harris' new residence at the southeast entrance is a mile of city, pretty well built up.

We understand that a lodge of the Knights of the Ku Klux Klan was organized in Vernonia, last week. Verily, Vernonia is growing, and the Klan is adding new members.

A school, a church and a newspaper are three important institutions for any thriving community. One would dislike to live in a city without all three, and all three should be liberally supported.

The new high school building is painted and receiving the finishing touches that will soon make it ready for school.

We suspect Governor Olcott's opinion of Walter M. Pierce's campaign speeches may be expressed in the words of the late Lord Beaconsfield who characterized his opponent, Mr. Gladstone, as a "sophistical rhetorician, inebriated with the exuberance of his own verbosity, and gifted with an egotistical imagination, that can at all times command an interminable and inconsistent series of arguments to malign his opponent and to glorify himself."—Eastern Cackamas News.

Let the people settle this school bill question that is on the ballot this fall and let it be done around the home fireside where all sacred affairs of the home should be settled. There the best interests of those first affected, the boys and girls, can be planned without prejudice having a part or consideration. This measure is not primarily a political nor religious one, and the home conference will discover the changes to be made in the public school system and discover also to the parent a way to remedy defects so discovered.—Hubbard Enterprise.

"VOTE FOR THE EDITOR"

For Representative Twentieth District,

No. 31 X A. E. VEATCH

Republican.

Stands for the Nehalem Highway.

[Paid Advertisement.]

RECORD WARRANTS FAITH

The reports of this Bank

show progress and successful investment. A strict adherence to the banking laws, careful transaction of the business, and honest consideration of our depositors' interests go to make this institution a safe, substantial and reliable depository.

Our Record Justifies the Faith

of our great number of depositors and insures the best of protection.

Safety, Honesty, Courtesy, Service

BANK OF VERNONIA

To Your Health And Comfort

Your own health and comfort require a great many things. We list below a number of special items at prices you cannot beat.

Guaranteed For One Year
Water Bottle or Fountain Syringe, of Selected Red Rubber, this week only **\$1.00**

Vacuum Bottle and Lunch Kit
Keeps hot 42 hours. Carry a warm lunch with you. One at \$2.75. Another at \$2.95

Have You Tried a **Tampa Cuba Cigar** lately? A cigar that better smokers insist upon. Sold here exclusively.

Box Stationery
Supremacy Lawn, a select grade of White Linen Paper; gold edge, at 40 cents.

Soap! Soap! Soap!
Wash Rag Castile—wash rag and cake of Castile Soap—Both for 10 cents

Jergens Soap Tablets.
A large, round cake of good hand soap; 3 for 21 cents.

We carry only the best in Standard watches, at prices to **TO FIT YOUR PURSE**

Pure Drugs **VERNONIA DRUG CO.** Better Service
VERNONIA, OREGON

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.