

**VERNONIA EAGLE**



Issued Every Friday.  
\$1.50 Per Year.

Entered as second-class matter August 4, 1922, at the post office at Vernonia, Oregon, under the Act of March 3, 1879.

Advertising Rates—25c 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.

**WHAT WE NEED MOST**

Citizens of Vernonia and vicinity are no different from those of other communities when it comes to wondering what the world needs most to put it back in the groove it ought to be running in. But usually in seeking the cause for conditions we complain about, we go too far from home. An ordinary St. Paul newspaper man has discovered this, and we believe our people will agree with him when he says that most of the things this country needs can be found and applied at home. Listen to the way he sizes up the nation's needs:

What this country needs is not a new birth of freedom, but the old-fashioned \$2 lower berth.

What this country needs isn't more liberty, but less people who take liberties with our liberty.

What this country needs is not a job for every man, but a real man for every job.

What this country needs isn't to get more taxes from the people, but for the people to get more from their taxes.

What this country needs is not more miles of territory, but more miles to the gallon.

What this country needs is more tractors and less detractors.

What this country needs isn't more young men making speed, but more young men planting the right kind of seeds.

What this country needs is more paint on the old place and less paint on the young face.

What this country needs isn't a lower rate of interest on money, but a higher interest in work.

**LET THIS SOAK IN**

Now and then we run across a Vernonia man who can't see wherein a liberal use of printer's ink will bring him more business. He is usually also satisfied to keep just about two

jumps ahead of the bankruptcy referee. As stubborn as he always is in his argument we still believe he will be interested in a statement made last week by G. R. Schaeffer, of the great department store of Marshall Field & Co., Chicago. Schaeffer said: "Good advertising is printed salesmanship. It costs money—but figured per prospect it is dirt cheap. Advertising should not be used as a medicine—it should not be used as a food. It will not necessarily cure a sick business. It will not permanently offset poor merchandise or poor service. It will not build confidence and prestige unless it is founded on dependability in your goods and integrity in your business methods. Advertising is the printed representative of your business, the projected personality of your business. It should represent you just as faithfully and just as efficiently as a star salesman. It should tell the story of your merchandise accurately and enthusiastically. "We are strong believers in advertising, and the bulk of it goes into newspapers. We have tried every kind of honest advertising—and never yet have we found anything to equal newspaper advertising."

**McAdams Talks Sense**

Thos. C. McAdams, vice president Merchants National Bank, Richmond, Va., and president of the American Bankers' Association, says:

"America is blessed with a bountiful harvest. New wealth and an immense food supply have been produced. Fundamentally, we are in a sound financial position and can look forward to increasing prosperity in commerce and industry, provided carelessness and selfishness are not allowed to undermine the stability of our citizenship.

"Two outstanding problems perplex us—industrial controversy and unrest at home; and international financial difficulties abroad. In the solution of these questions the banker has a distinct community position and obligation as counsellor and adviser to the millions of people who have confidence in his judgment, integrity and patriotism."

WM. PRINGLE

Nehalem Valley is a very important part of Columbia County. It is the center; Vernonia is the hub. The valley or city hasn't asked for much politically; we haven't tried to trade or advise, but feel as other sections feel, that this big territory is certainly entitled to a say in county affairs. We don't believe in "Taxation Without Representation." We have a candidate for county commissioner, Wm. Pringle, who has lived here for 44 years, and he is certainly worthy and qualified.

The High and grade school instructors attended institute last week at St. Helens, and report a splendid session. Much good was accomplished and improvements in work suggested.

LES'ER 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 106 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.

**PINK BORDERED**  
Birth Announcements, Baby Cards,  
**BLOTTERS** Printed Any Style

Statements, Letter Heads,  
Envelopes, Auction Bills,  
Special Sale Bills,  
Dodgers, School Stationery,  
Anything that can be  
**PRINTED**

Let The **VERNONIA EAGLE** Do It  
We'll save you money, and the work's right.

**W. T. HATTEN**  
The Old  
**Reliable Blacksmith**  
General Blacksmithing,  
Horse Shoeing,  
**Machinery Repairing**  
all Kinds.  
One Block South of Bank  
Vernonia, Oregon.

**Building Contractors**  
Plans and Estimates Furnish  
Agents For Eagle Lumber Co.  
**YELLOW FIR LUMBER**  
**WE BUILD 'EM**  
**McGown & Anderson**  
Vernonia, Oregon.

For a Good, Square Meal  
Try The  
**COLUMBIA HOTEL**  
Nice Clean Beds and the Best of Treatment. We Aim to Please.  
Vernonia, Oregon.

**DR. G. F. VIA**  
**Physician and Surgeon**  
Residence  
Banks, Oregon

**C. H. URIE**  
**Contractor and Builder**  
Ready to figure on any job.  
See me before letting your building contract.  
Vernonia, Oregon

Oct. 21 THIS SATURDAY NIGHT REULAR DANCE NIGHT Oct. 21  
Then The  
**HARD TIMES DANCE**  
IS  
**Saturday Night, October 28**  
Remember the Hard Times Dance.  
Any gentleman disregarding rules and arriving on floor with white collar, silk shirt or dress suit will be fined the price of two admissions.  
**Vernonia Hall** **October 28**

**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** Forest Grove, Ore. **DR. C. L. TAYLOR**  
Residence Phone 0283 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**  
*You Need the Newspaper*

The newspaper of today is the most powerful medium of advertising on earth. In the old days the merchant may have thought he was a benefactor and that he was contributing his bit "as a public-spirited citizen" when he carried a two-inch space in the village paper every week in the year and generally without change of copy. Possibly he was.

But that is changed now. A new order has arrived. People read advertisements. Many find their greatest interest in looking over the advertising pages to get news that will save them money, and take it from John D. Rockefeller, the way to save your dollars is first to save your pennies.

Advertisements today are right up to the minute. They are as fresh as the news of the world or the latest baseball score. Live merchants cater to live people and they know they must not alone be up to the minute, but they must be some distance ahead. They must anticipate the wants of their customers.

And they do. Turn to the advertisements in this paper right now. Just read what the merchants are offering. Notice the invitations for you to do business with them. Notice how attractively the advertisements are set up and how inviting they are.

Do you know that some firms think so much of a style of type that they buy series of it just for their advertisement? You can never mistake B. Altman's advertisement. As soon as you see the open type you know it is Altman's advertisement without looking for the name. This is true of many firms.

Business men—that is the successful ones—know advertising pays big returns. Unsuccessful men don't advertise because they are unsuccessful. That's the answer. Look over your town right now and pick out the big firms. They're the advertisers. Advertising is the tonic that puts dividends in the banks.

Everybody reads advertisements today. Mr. Merchant, is your advertisement in this newspaper?