

MOUTHPIECE of the NEHALEM VALLEY

Advertising Medium of a Big Pay Roll Community

No Cost, No Tax, No Interest For Light or Electric Power

Vote For Water or Die of Disease. The New Charter Means Water

A very important fact is that we must have water, and have it as soon as possible, to avoid epidemics. In order to get it soon we must vote YES for the Charter and Water at the election Nov. 7. And to hasten it as well as assure it, we must vote 'Yes' for the light and power franchise. If we vote for the light and power we can run our pump for water by electricity instead of gas, saving about \$500 per year for a man to run the pump and probably 1500 for an engine. We save about half the whole cost of water, in ten years, by having the electricity. The electric plant doesn't cost the people a penny, it is to be put in by Mr. Burdick, the Vernonia Power Co. There are no taxes whatever to pay for the light and power, and no interest on any investment. Remember, it will cost us nothing in any way, unless we buy

it, and we don't have to have our houses wired if we don't want to. It is important to remember these things and vote Yes. It is for a healthy town and big city we are working and we can't afford to put it off 3 or 4 years more, which we may have to do if we don't vote yes on the propositions now. It is your health and your bread and butter. It is Now, or several years off. Vote Yes.

ALL SETTLED

The political situation in Oregon has just about settled itself. The little Pierce sentiment at the early stages has run its course. People of this county who depend on lumbering and the lumber industry for their bread and butter, can't swallow his plan to tax all lumber sawed \$1.00 a thousand. If that was the case we wouldn't saw any lumber. Farmers can't go his exposed graft in the school loan fraud Pierce is accused of, and many even thought Pierce a hard-working, poor man, etc., as he continually harped. He is worth \$265,000 and a very shrewd real estate dealer. Olcott will be elected; the Republican administration will be upheld.

COUNTY VOTERS WILL DO IT

From reports we receive, we are confident that most sections of the county are fair enough to give the Nehalem Valley representation in county affairs, and will vote for Wm. Pringle for county commissioner. Rainier will go big for Pringle, Scappoose is going to get out and work for Pringle—they are interested in road matters. St. Helens will give him a very good vote and even Clatskanie is coming through with some. The Nehalem Valley will be 90 per cent Pringle.

A few have been receiving sample copies of the Eagle. To you, we extend an invitation to subscribe. Can't we send it to you every week. Ask your neighbor if he don't want to read the Nehalem mouthpiece regularly.

MAKE YOUR TOWN A TRADE CENTER

A country town which has no pastimes, no athletic sports or no place of amusements that are clean and wholesome, is not likely to be attractive to the surrounding rural element. Therefore the merchants and the amusement men have one common interest and that is: make a trade center, get the people to come to town, amuse and invite their attention for future visits; secure the trade of the surrounding territory and prevent it from going to the larger cities.

Get together and everyone give a heave on the heel. Improve your town and encourage life in the town by promoting amusements. Some towns make the mistake of suppressing them to a limited degree. Remember that idle minds create idleness, the plague before which empires fall. Avoid the fallacy of all talk about patronizing home industries. Let it be known that you are a lot of good fellows with the latching on the outside, fellows who fight to the last ditch in politics but welcome the competition of the world in cheap prices, quality and everlasting hustle, enterprise, and go-ahead progressiveness. Then you can bid defiance to the bugaboo of the parcels post and the threatened invasion of the big store monopoly of the big cities.—St. Helens Mist.

The future of the city is a game of poker. We all stay in the pot, we put up our money and draw cards and when some one raises we either drop out, call or raise. If after staying for the raise we drop out, we have lost. If we just call we are no better than we were before, but if we raise we have always got the other fellow coming. This same game applies to Seaside. We are at the zenith now as a small resort. We have constructed for a large one and it is up to us as to whether we drop out, just stay where we are or forge ahead and force the other fellows to come in.—Seaside Signal.

If you start a new grocery store in Vernonia how would it increase taxes for Vernonia? It would not. If the Vernonia Power Co. by Mr. Burdick, start a big hydro-electric plant, how would it increase the taxes in Vernonia? It would not. It is ridiculous to think about and yet some try to make you think it would. We don't want any wood-burning steam electric plant, when we can get a wonderful hydro-electric without costing the town a red penny. Vote for the light and power franchise on your ballot and let's go ahead. You know why they tell you otherwise. We are trying to make a good big town here and we want the best and cheapest, which we know is the hydro-electric. Use our undeveloped water power and invite new industries.

DON'T GROWL, BUT HUSTLE

Today success is awaiting every man in every line of legitimate trade if he has the energy to hustle. We have no sympathy for the fellows who sit around and howl about how his competitor is getting all the business and is eternally grousing about the methods he uses in drawing trade.

Recently we overheard a fellow in a neighboring town whining about getting no trade; said his competitor was hogging it all and was not as deserving of it as he was, etc. The facts of the matter were that his competitor is alive seven days in the week, twelve hours in the day, hustling for business and endeavoring to please his customers. On the other hand, the kicker had spent most of his time knocking his competitor, the town and everybody in general that did not meet up with his standard. If he would spend his time hustling for trade and in an endeavor to please customers he would soon enjoy a business that would fully occupy his time and he would have no cause to find fault with things in general and everybody in particular.

The fellow who tends strictly to his own business and hustles, is making money and new customers, while the chronic kicker is playing a losing game in both business and friendship. Think this over seriously.—Gervais Star.

WHY DOES IT GROW?

Why is Los Angeles the most rapidly growing city in the United States?

There are a number of causes that have contributed to this result, but one influence particularly stands out above all others. It has a Chamber of Commerce that is functioning as the greatest civic organization in the country.

This Chamber, instead of merely talking hot air and running a sort of semi-social organization, has gone out after industries. Its leaders have realized that the future of Los Angeles needed something besides climate to offer the incoming residents employment.

As a result this organization has built for the future of Los Angeles on the solid ground work of industrial development and expansion.

Nothing was too small and nothing was too large for it to go after in the way of industry. If it could not get a plant in Los Angeles it would get it in Southern California if possible, well knowing that any industrial growth within a radius of 250 miles of the Southern California metropolis would mean more business for Los Angeles, and a steady stream of people and money pouring into that city.

The wisdom of such a program has surpassed all expectations and other cities can well afford to profit by Los Angeles' example.

The non-advertiser gets results from those that do advertise. The progressive merchant helps to advertise the city as well as his stock of goods. The one refusing to advertise gets part of the results paid for by the progressive ones. Read our advertisements by live business firms.

Save your life, save your bread and butter, save the city—for an industrial city, the highway workers, the town workers. Vote the "People's Ticket" for Vernonia city officials, headed by Mayor Chas. D. White.

THE MAYOR GETS IN A GOOD WORD

The 1927 Exposition caravan journeyed to Astoria last Saturday, and from write-ups we have seen, it was some big day, crowded with boosters.

Mayor White, of Vernonia, learning of the big meeting in Astoria and towns en route, immediately got busy and seen that the "big guns" were reminded of the pledge made in Vernonia, Sept. 9, between Mayor Baker and Judge Cornelius. No Highway, no Fair. Get the highway through the Nehalem, gentlemen; get it before 1927.

A. E. Veatch, of Rainier, is the Republican candidate for representative from this county. There is no reason why Mr. Veatch should not be elected by a good majority. He favors the Portland-Astoria Highway, too.

The K. K. K. offered any aid that might be asked of them in helping to quiet the I. W. W. riots in Portland. Surely a worthy proposal, entirely American.

WRECKERS OF PROSPERITY

As industrial activity increases and demand for labor grows, the blighting hand of the radical labor agitator of the I. W. W. stripe is again seen trying to create dissatisfaction among the workers.

In quoting from the I. W. W. revolutionary edict, we find the following: "We are not satisfied with the fair day's wage for a fair day's work. Such a thing is impossible. Labor produces all wealth. We are going to do away with capitalism by taking possession of the land and the machinery of production. We don't intend to buy them either."

Commenting on such a statement, the Wyoming State Tribune says: "The question would naturally arise in the mind of the professional man, the merchant and the teacher, the clerks and more particularly fifteen or twenty million farmers, by what right does the I. W. W. group or any other group of men claim a full and exclusive right to all wealth and to all land?"

"It behooves every good citizen who values his country, his home and family, to stand firm against the propagation of such doctrines. There is a persistent insidious movement in this country not only to destroy property rights but the authority of the courts."

Very dignified ideas same men have—those enjoying and promoting prize fights, for instance. Now they have found a big, burly, black, ignorant nigger, termed him "Battling Siki, the Tunis, Algeria, Jungle Man," and really intelligent men are talking of him as a champion. He licked Carpentier in six rounds and is coming to America. Well for one, we are not proud of him or his accomplishments.

Public Schools Are Indispensable in the Life of the Nation

Willingness to support the public schools through taxation is the test of the good citizen. Every dollar spent on the public school comes back a hundred and a thousand fold in the future life of the public school children.

Every dollar spent in public education and public schools is a dollar spent for insurance against trouble in the future.

Interest yourself in the public schools, the teachers, in the children.

And Honor the American Public Schools, cradle of the nation's future greatness.

Plans are progressing rapidly toward a splendid roll call for Columbia County Chapter of the Red Cross. The work for the coming year is to be along health lines; a great need in this direction being felt in our county. Classes in Home Hygiene and Care of the Sick, which equips the student to use methods insuring proper care where illness is not so serious as to require professional service.

The Red Cross conducted 3884 such classes last year; one of them being held in St. Helens, in charge of Mrs. L. G. Ross. Seventeen girls received their certificates for completing the course of instruction.

Such classes are especially valuable in the logging camps, where it is difficult to reach a doctor.

Mr. Sheely will command the roll call in Vernonia, with the assistance of an able band of workers.

The Northwestern Lyceum presented the Gypsy Trio at the Rose Theatre in Vernonia Friday night. The Trio, composed of Marguerite Bourne, soprano; Carl Fricke, violinist, and Leilah Fitzloff, accompanist and soloist, are all thorough musicians of great ability. The program consisted of Gypsy, Japanese concert numbers, was very much appreciated by a large audience.

"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

Reports of this Bank

... in establishment. A ... banking laws, careful ... of the business, and honest consideration of depositors' interests go to make this ... substantial and reliable de-

Our Record Justifies the Faith

... number of depositors, and insures ... best of protection.

Safety, Honesty, Courtesy, Service

BANK OF VERNONIA

TRY THE DRUG STORE FIRST

How many times have you tried nearly every store in town for some little thing, and then as a last resort, tried the drug store, and found it. Just remember next time and try this drug store first. We are always pleased to order items you may need.

NYAL QUALITY DRUG STORE

Winter Colds

are here again. Be prepared; keep these items in your home at all times

- Mustrols 35c
- Croup and Pneumonia Salve, 35c
- Nyals Pine Balsam 25 and 50c
- Winter Cough Syrup 50c
- Weeks' Cold Tablets 25c
- DeWitt's Cold Tablets 25c
- Menthoatum, 25, 50 and \$1.00

The best thing for cold feet

is a good hot water bottle. We have them in metal and rubber.

Buy your Halloween supplies now

- Crepe paper 10c roll
- Masks 10 and 15c each
- Pumpkins 10 and 15c each
- Invitations, Place Cards, Favors.

Halloween, October 31st

Always Try the Drug Store First.

 **Vernonia Drug Co.** 
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 clerk 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.