Advertising Medium of a Big Pay Roll Community

WHAT IT MEANS

MOUTHPIECE of the NEHALEM VALLEY

Citizens Getting Impatient at Postponements on Vital Questions

and time before acting. Council- notices and rds be correct. man Mellinger says, "I think we are in too big a hurry and that Another Special Meeting we are crowding it in not giving the bond buyers more notice.' Lots of time, he said, and that there was some other work to do anyway. The advertisment appeared in the Sunday Oregonian with 100,000 circulation and in Friday's Eagle. The ad in the Eagle was not furnished by the Recorder and did not state that the city had a right to reject bids Hall made a motion, seconed by Mellinger, that bids be Not opened untill ten days publicity had been given. The motion carried. The Council will meet again next Monday night to pass on an ordinance and then probably advertise for ten days from that date. More talk on opening bids and the bidders present said they were willing to have bids open. Hall asked if Judge Harris was present. Atty. Sheeley gave an opinion and Judge Harris did the same. No action. Mr. Malmsten, as a citizen, said the H. S. bonds safety in finishing the system. were advertised for thirty days and only had two bidders. Some Bank Makes Good Showing have stated their belief that the city will loose a thousand dollars at least on price of bonds by the statement of the bank's condipostponement, while others think | tion for the quarter ending Dec. it better to go slow. Labor is 29, in this issue. Read it. It is cheaper now than later when all with pride that we all notice the camps and mills are running. substancial growth of this bank. Water is no nearer than before. It is a growth of a worthy insti-As far as bond buyers having tution that reflects a wonderful time, they have all been keeping good financial condition of the track of the affair since the el- Nehalem Valley and the city of

going on. If an ad appears in the Eagle every man in Portland that is interested, sees it the next day. If the Eagle or any other weekly paper that is listed with the clipping bureau prints an item that a certain man has lost a leg. Allens Press Clpping Monday night the Council met bureau sends a copy of that item in the basement of the High immediately to the wooden leg School. Roll call, all present; dealers. Same with bonds, or reading and acceptance of min- anything else. Besides, the belonging is invited to join, if utes. The meeting was called Chamber of Commerce The Press in business at this place. The to receive and open bids for the Club, The Ad Club, the hotel new by-laws were adopted and 7:30 and the preaching at 8. Evissue of water bonds. Three lobbies and many business firms bankers and bondsmen from get the Eagle every week. As discussed. It was decided that and all evenings. Portland were there with sealed far as the advertising is concer- beginning Feb. 1, all places of bids. Three very substancial ned the town is certainly getting business would close at 6:30 p. and well known houses Council- some advertiling and Portland m. except Wednesdays and Satman Hall stated that the notice capital knows of us and our de- urdays. All stores to close on was not in the Portland paper sires. Have patience citizens, Sundays. untill Sunday and that he pre- it is best not to rush anything. ferred to have more publicity It is also very important that

LATER

o'clock the Council met in special last Saturday. J. N. Miller of sense a to-the-point and business Weed as county commissioner. meeting, A motion was m de The following appointments were by Mr. Mellinger that Teil, Minor made by the court: Paul Adams and Windfrey be instructed by of Warren, member of county the Recorder to at once prepare fair board; Dr. J. H. Flynn, an ordinance, with an emergency county health officer, F. C. Holclause, to cover the subject, and ibaugh of St Helens, fruit into advertise in the Record Ab- spector. Percy Harrison was stract for five days beginning reappointed custodian of the Monday, Jan. 15, and in the courthouse, a position he has Vernonia Eagle one issue, for held several years. Road supersealed bids for purchase of wa- visors appointed are Rudolph ter bonds and setting date of Tetz, Scappoose; Thomas Gre- ident district of probably a hunreceiving opening Monday Jan. | well. Warren; U. W. Clark, St.-22, at 2 o'clock. Motion receiv- Helens; Fritz Anilker, Goble: future. An ideal location and a ed a second by Councilman Mills H. G. Witham, Rainier; F. A. good view of the valley. and carried by a unanimous vote, Burcham, Clatskanie; After this business the Council Johnson, Mist; A. D. Hall, Verspent an hour in unificial but nonia; J. L. Hunt, Sauvies Island business talk pertaining to City affairs, and the Eagle opines that every Councilman will use judgement and all speed possible with

The Bank of Vernonia has a ection. They all know what is Vernonia.



When you are sick, you go to the doctor. In trouble, you go to a lawyer. You go to the dentist about your teeth and to the tailor for clothes. Every one of them charges for his services. Thr banker gives you his advice free, and gives it to you about the most important thing you own-your money.

Come in about your money affairs. We are here to serve you.

Bank of Vernonia.

Merchants Protective Association Meets

The regular meeting of the Vernonia Merchants Protective Association was held in the bank Wednesday night. Practically every business man in the city is a member and any one not yet

Court Names Officers

The Columbia County Curt Wednesday afternoon at 2.30 held its first session of the year

Odd Fellows Install

On Tuesday night the Vernonia I. O. O. F., No. 246 installed Chas. D. White, D. D. G. M. problems. At the close of lodge meeting the ladies sprung a pleasant surprise on the members by making a grand rush to the hall, laden with sandwiches, cake and good things to eat. About thirty were present and the night, until the small hours, was spent in a social way, thoroughly enjoyed

County Attorney John L. Foote a personal letter to the Eagle, has shown unmistakably its demand among other things says: "I read your payer each week with much interest and am glad to injured soldiers or their dependents note the increased activity in lie sentiment is not in favor of paying your section of the country and out billions of dollars to able-bodied believe that your publication young men who have been in no way fills a long felt need in that community." Mr. Foote also states Eagle office is always out.

It pays them! The Mutual Creamery Co. has appropriated \$175,000 for 1923 advertising. An Oregon City firm has doubled that. One Milwoukee printer just finished 65 tons of calennars of contagious diseases, a very few for one firm; it took four baggage cars to mail them and the postage alone amounted to \$14,-000. One page ad for only one been reported, but they were kept issue in the Ladies Home Journal costs \$7,000 and they turn ans away every issue, Montgomery-Ward's advertising runs into the millions,

Free fishing and hunting on Dale lake just across the R. R. be careful of the cars.

Special Evangelistic Services Every Night

At the Vernonia Evar gelical church, beginning Jan. 14, Rev. F. B. Culver, of Lents, "ill have ers in the Oregon Conference,

STUART-CLARK

L. B. Stuart returned Wedhas watched and helped it grow. owned and operated the orug and over 2000 dairymen own from ning. taught in our schools and habeen consulted with and freely extended plendid advise and influence to many in this part of the valley for years.

"Spencer Hill" will be a res" ired new homes in the near

SAY IT WITH INK

A Hen Doesn't Stop Scratching When Worms Are Scarce THEN WHY STOP ADVERTISING IF BUSINESS IS DULL? "If a Man Tooteth Not His Own

Horn, Verily the Same May

Never Be Tooted." We boost the other fellow's game the following officers: P. O. Mel- by furnishing advertising advice and linger, N. G., M. J. John, V. G., service, combined with a judicious use J. W. Rose, Secy., &G. C. Mellin- of printer's ink, without which no business can thrive. Let us help you ger. Treas. Installing officer in the solution of your advertising

PLAYING POLITICS

The press dispatches now herald the fact that the new congress is a "friend" of the soldiers' bonus and will override any presidential veto of such an act. Politicians overlook one soon after the war they will have burned all the ammunition which they might keep on tap for the next fifty years as political bait to buy votes.

At the recent elections the public for tax reduction and less overhead cost of government.

Every citizen is in favor of giving incapacitated by their service in the

The farce of the whole proposition that he expects to visit Vernonia is that bonds would undoubtedly have ere long, and we gladly inform to be issued to supply the bonus money and the soldiers who received him that the latch string of the la bonus of \$100 or \$200 would during the next forty or fifty years, pay out in taxation to cover principal and interest on the bonds, probably double the amount they received as a "gift."

HEALTHY SPOT

The Nehalem valley, so far, is lucky in not having any severe epidemics cases of colds and no bad sickness. Caution and care and preventatives

A few cases of chickenpox have out of school and at present there are no new cases reported.

SPRING IS COMING

Warm weather all over the valley. Grass green and long; frogs croaking, pussy-willows out in bloom and an occasional stray bud on trees. No now in the nearby hills, and all signs point to an early spring. Let 'er come.

CREAM STATION AND

The Mutual Creamery Co. has looked into the possibilties the Nehalem valley affords for dairying and the supply of cream now being shipped from Vernonia, and installed a cream-buying station at the Coyle charge of the preaching. Rev. & Coyle Meat Market, where the Culver is one of the ablest preach dairymen may deliver their cream and have all the advantages of having a and an earnest and impressive sampled, tested, and paid for right at speaker. There will be special home. The station is equipped with song service each evening at a steam boiler, so cans may be emptied, washed and sterilized before they are sent back to the farm. several important subjects were ery body invited to attend any Checks will be issued and be ready for the patrons as soon as the cream is tested.

> Having a cream station eliminates the annoyance of not getting cans back promptly, losses in shipping and delayed checks.

the dairymen, and also the city.

BOYS WILL EDGE IN

All laws are made with good in- exactly as the meetings are held. tent. It is against the law for boys under 21 years of age to go in pool tion of ordinances, dates, etc., and rooms. A pool room proprietor told motions by different members, so our us he didn't want any boys in his pool readers will know the attitude of room, but they will try to edge in each member and thus keep the pubcontinually, making a hardship on lic informed, as well as co-operating both him and the boys. He tells them with the council in informing the and they become insulted. Parents public collectively instead of indiin most cases don't want their boys vidually what is what. We have conloafing in pool rooms, but in many fidence in our council members and instances, are not controlling them in hope all others have. A little trust this respect. The marshal, under in- shown them will help them in making struction, has given the pool room this a city, and important measures, proprietors a list of names of boys all are so anxious for, will be speeded under 21 who continually try to pass, up. Read the council proceedings. and there are more of them than probably the parents think. A little discipline in this respect will help wonderfully.

place like home," and Vernonia is a few years, the railroads of the counhome owning city. Very few renters try look ahead. From the "Railroad here, as are found in so many towns. Age" this week, we learn the roads Probably one reason that not a des- of the country will spend \$700,000,000 titute family could be found Christ- on new equipment and improvement mas week when "Good Fellows" were during 1923. point-if they pass a bonus act this in search of kind deeds to do and, That's more money than the sideneedy neighbors to help.

Ad. Hunches: No.

Wm. Folger, of the Vernonia Drug Co., believes in advertising when it is properly and truthfully done. He knows how, because he makes it a study. He subscribes for advertising magazines and reads much. He believes in quoting prices, as prices are what people want. He believes in creamery. Cream will be weighed, proper display to attract attention, and he believes in absolutely true statements concerning the advertised article. Probably 2000 people read Mr. Folger's Christmas ads in the Eagle and his Christmas goods were sold out entirely, as "clean as a whistle." It pays when properly attended

THAT ALL MAY KNOW

It appears by the attendance at nesday from a two week's ab- The Mutual Creamery Co. is a Utah council meetings recently, that a cersence, and the secret ceased to Lake City, having thirty-two branch erally attend and have a "voice" under be a secaet that Mr. Stuart and plants located in eleven western the rule of "May I say a word." Of Mrs. Dr. Clark were united in states. The Portland branch is one course all council meetings are pubnarriage. The surprise is uni- of the largest, having made over 2,- lic. In most cities the members of a versal as is now the congratula-000,000 pounds of butter in the year council are elected by a majority tions. Mr. Stuart has been a plants are supplied by dairymen ship- hands (figuratively speaking) and the Vernonia institution for years, ping direct, and by several hundred council represents each and all. Concream stations, the same as the one fidence in the ability of the council just installed here. The company is is declared, and if the job is too big, session. It was in the strictest Clatskanie succeeded Judson His property interest here is incorporated for \$5,000,000 and the it is better to have members big quite extensive, and for years he stock is owned by investors, employes enough before the election, in the run-

> two to several hundred shares each. In most cities you know what the store here. Mrs. Dr. Clark is A large per cent of the employes own city "dads" are doing when you see equally well and favorably known stock in the company, which creates a scraper or a bunch of road-builders to many citizene. She has an ambition to work for the interest in front of your property. You know of all concerned. The company has the council has ordered it, and it is no preferred or watered stock. All all right. The council is elected by share and share alike. The moral as the majority to represent the city; well as the financial rating of the to run the city. In a city our size company is of the highest and we many citizens want to know what the believe with the support of the dairy- council is doing before they do it. men that the new market for cream The Eagle will endeavor, therefore, in Vernonia will prove a benefit to to give as news matter each week a complete report of "council proceedings." Our reports will be as accurate as the recorder's minutes, either copied from the minutes or reported

We will report votes, with excep-

\$700,000,000 TO BE SPENT

Even if there is a possibility of auto trucks, electric cars or flying Stop paying rent and build a house. machines being the general mode of Be it ever so humble, there is no travel and hauling within the coming

walks of Vernonia will come to.

A Big Year for Colds

A Season Just Started. Prompt Action Against Colds Means Health and Prevention.

Folger's Horehound Syrup, 50c and \$1.00 An Excellent Cough Remedy

Baby Cough Syrup 25 and 50c A Proper Remedy for Children's

Nyals Combined Cold Remedy, 50c

Beef-Iron Wine, \$1.25 A Fine Winter Tonic,

Nyals Liver Falts, 35

Folgers Cold Tablets 25c

Laxative Cold Tab-25e lets,

Weeks Cold Tablets 25c

Vicks Vapo Rub 35c

Mentholatum, 25c, 50c and **\$1.00**

Oil Eucalyptur, 25 and 50c

Benzoin Inhaler, 50c Iv. ry Home Should have one.

Drugs Vernonia, Oregon

Pure Urugs