

Country Newspaper Advertising

Many students of advertising say that the country newspaper is the best advertising medium in the world. This is so because such publications are very thoroughly read. Even a small notice can't be buried out of sight of the eagle eyes which are gleaming everything that the home paper contains. The folks are more interested in the announcements of their home town merchants, than in any piece of news in the paper, local or general. This gives the country town business man a wonderful chance to communicate with the people at a low cost, and get their support for enterprising moves that he may desire to make. If he has an opportunity to buy a large lot of goods at a specially low price, he can feel confident that he can promptly turn them into money, because through the country paper he can inform the whole neighborhood that he has placed such a lot on sale at low prices. The merchants in Vernonia, the results of advertising special values in The Eagle, are missing splendid opportunities to draw in new trade and enlarge their business.

Picnics, Campers and Tourists are getting thick.

Fishing Season

Sunday was opening day for the trout fishing and the creeks and rivers drew large numbers of fisherman. Rock Creek had its share, and we understand that a couple Vernonia people were so excited at the prospect of a big catch that they forgot to buy a fishing license. Result: Nearly \$30.

A Practice Game

Last Sunday, Vernonia Ball team played with the Koster Camp team to get "their hand in." Result 23 to 18 in Vernonia's favor.

Mr. and Mrs. Imbeck were in Portland this week. Mrs Imbeck going to the hospital for treatment.

Warrenton is advertising a big Fourth of July Celebration in the forming for that city.

Saturday Night Fire

Saturday night after Clarence Reed had locked up their restaurant for the night and gone home, Less Rose went to his home and enformed him that his place had been on fire but was saved from total destruction. In a mysterious manner the fire started in a corner farthest from any stove or lamp. The walls were burned and much stock damaged by fire smoke and water. Citizens broke in the door and succeeded in extinguishing the blaze in time to save the building. Mr. R. Sessman owns the building.

Base Ball and Sports



The Vernonia Athletic Club will have the best grounds to be found in Columbia county. They will gradually expand until a gym., track, stand, and club house will be built. The first ball game on the new grounds will take place in another week. Let's arrange a parade to the new grounds.

Sunday the Vernonia ball tossers go to Clatskanie to play the nine of that city. It will be our first real game of the season.

The big opening game in Portland was witnessed by 22,285 fans. The Beavers lost to Seals of San Francisco by a score of 5 to 6.

A tennis court has been mentioned for the new Vernonia Athletic grounds.

Car loads of fishermen are

More Bait



seen daily going through Vernonia. Some good catches are reported up Rock Creek. Better grounds up the creek five miles from the city. Gales Creek is proving exceptionally popular.

Base ball State and National news received daily at 5 p. m. by Radio, at Hoffman's store.

Haltom-Smith Store on Larger Business Policy

E. T. Haltom, spent several days here this week. Mr. Haltom tells us that Vernonia's prospects look better to him today than any other town in Oregon. In his Vernonia store, he says, they are expanding and undergoing certain business changes for the better. A large new stock of merchandise is enroute for this city and no store of like nature will be better stocked in Columbia County, with Mr. Haltom was Mr. Fuge who will remain in the Vernonia store. Mr. Fuge is a young experienced man who will be an asset to the younger society of our city. He is a young man that comes highly recommended and one his home town has been proud of a morally clean young man that is an aid to better society, a musician, and has been very active in Boy Scout work in Tillamook county. All Nehalem valley people are invited to visit the Haltom-Smith store and see it in its summer garb. There are some new policies that Vernonia people will approve of and aid in encouraging, as that is the kind of material Vernonia people are made of. This establishment is going to be important in the building of our city.

B. T. Hall visited friends in Vernonia this week, from Idaho. He says his health is much improved.

Log Fires An Attraction

The 200 acres of the O.A. Lbr. Co. mill site at Vernonia has been cleared and the trees, logs, stumps and trash piled into many huge piles around gin poles as high as modern skyscrapers. Sunday evening some of these large piles were set a-fire and the large blazes and sparks flying hundreds of feet in the clear night air attracted a crowd of half the city's population. The blazes were seen for miles around and made a premature Fourth of July celebration. It was a celebration in fact, for it means the cleared ground for the immediate construction of the immense mills.

Hoffman Hardware Co. is advertising a special on an extra good fence. It will pay to notice their ad in the Eagle and pay to fence your property and put in a garden.

John Bryan was sick this week and unable to attend to business for several days.

BIG WORKS BRING BETTER BUSINESS

A car load of sixty horses arrived in Vernonia this week and are getting busy on the big 40-acre pond for the Oregon-American mill. This requires about thirty more men on this job alone and every family is an aid to better business for our fast growing city. The big mill company is rushing work and from now on the hum of industry will make us hustle to keep up with the growth of business. Vernonia is getting one of the largest mills in the Northwest, by one of the strongest companies in America. All predictions are coming true fast, and every day in every way it is looking better and better.

Local Firm Puts on Sale

Business is on the improve and prosperity is nearing all over the U. S. A large adv. in this issue announces good news in line with the approach of a good season. To introduce their splendid brands of new groceries to new customers and to show their appreciation to many old customers Lane & Co. are putting on a 15 day special sale. They will give free a good grocery order as their window announcer. They will not only favor cash purchases, but all back accounts paid during this sale get in on the grocery order. Get all the tickets you can. Read their ad.

Lbr. Co. Helps Town

The Long-Bell Co. is making a city at Longview, and they started by making a good newspaper there. The Longview, News is now a daily and they have added their second linotype this week. The News is a first class little paper and is doing much good to that part of their state. But just wait 'till the Eagle gets a linotype.

Weaver Clark informs us that he has received the machinery for his laundry, and will have it in running order by the middle of next week. He craves your patience just a little longer, and he will be able to handle all work in that line.

To Their Attention

The cow question was first to bat at Monday's Council Meet. A petition signed by 175 voters asked that the cows be kept from running at large. The council voted to pass such an ordinance. Another petition was presented condemning as a fire hazard and nuisance the old Soward blacksmith shop. Council thought Mr. Soward would re-build or tare down the building without it being condemned. A new marshal was appointed in the person of Mr. Abbott. The City Engineer gave a report on the progress of the water system.

Bridge Nears Completion

The pile driver and crew of men have nearly completed a new bridge across Rock Creek, to be used for a railroad spur off the main line to the mill property.

A Birthday Party

Miss Opal Coyle celebrated her 13th birthday Saturday afternoon by inviting many of her school friends to a picnic up the creek. The young people report a splendid half day and a fine picnic lunch.

A new office building for Real Estate has just been finished on Mr. Sessman's property, West Bridge street.

Vernonia High School

LILLIAN CONDIT, Editor

The Senior class is giving a pie social, play and program Friday evening, April 20, at 8:00 p. m. The receipts will go to help pay the graduation expenses of the Senior class. Everybody be sure to come.

Ray Mills and Weston Sheeley went to Portland Monday to attend the opening game of base ball.

Elbert Kelly has been absent from school on account of sickness.

Louise Lester was absent from school Friday.

Vernonia High School girls played the Grade school boys a base ball game Monday. It is the first game the High School girls have lost this year.

Miss Edith Wilson was absent from school a half day this week. She was teaching the Sixth grade in Miss Northrup's place.

Walter, Webster, who has left school, is now working.

Every home should have music. The Jewelry Store ad, elsewhere in this issue tells of phonographs. The best made. Go in and hear the new records.

SPRING NEEDS

FOR YOUR Home Garden Garage

There are lots of things you might consistently use in the home, garden and Garage. Just a tip on our part to you to buy these things now when qualities are right, and prices too.

HOME HINTS

The first and most important duty is extermination of flies. Get the first ones; fly killers first

Chlorox clothes bleach	25c
Fly Powder, box	10c
Fly Paper, 2 sheets	5c
Ammonia, per bottle, pint	15c
Lysol Disinfectant	25c
Hat Dye	25c
Cedar oil mops	1.00
Cedar Polish	25c
Chloride Lime	15c
Straw Hat Cleaner	10c
Roach and Rat Poison	25c

GARAGE GAINS

metal Polish, per can	25c
Cleaning Sponges	35c up
Cleaning Chamois	25c
Puto Polish	20c

Spray Early Spray Often SPRAY NOW!

Full protection can only be obtained by doing so. We will gladly tell you what spray to use and when to use it, and any further spraying information.

ASK US

Pure Drugs **Vernonia Drug Co.** Phone 171
Wm. Folger, Pharmacist.
Vernonia, Oregon

The Man in the Wheelbarrow

SOME years ago the great Blondin walked across Niagra Falls wheeling a man over the tight rope in a wheelbarrow. Blondin received a great deal of well merited praise—but what about the fellow in the barrow, nobody ever heard of him!

Are you crossing the roaring chasm of life in some other wheelbarrow? Do you have to look up and think what would happen if he should slip?

The answer is save, save, save! Think it over.

BANK OF VERNONIA
Vernonia, Oregon