

**MOUTHPIECE of the NEHALEM VALLEY**

**COLUMBIA COUNTY**

**Advertising Medium of a Big Pay Roll Community**

## WE MUST CLEAN UP THE OLD TRASH

Every citizen, if interested in your town, must back up the Council in regard to cleaning up the city. We have had orders from the State Health Department and from the State Fire Marshal, and it must be done. The committee on health, fire and police and streets is calling attention to this now, and expect each and all to heed in the order, so that it will not be necessary to go to extremes. It is to the interest of all, and is done because it is necessary. All boxes, trash, boards, cans in the alleys, especially behind the stores and in all corners, must be gotten rid of at once. Give the Boy Scouts a job. All alleys must be kept open. That woodpile must be ricked up out of the alley immediately, so it won't be necessary to make any arrests. No store or citizen can, from now on, dump boxes or trash in Rock Creek. Let us all enforce this order now by getting our own surroundings cleaned up. No more slop can be thrown out of windows.

### PUSHERS

There is a kind of mental affinity between the quality called "push" and the popular mind, so that a person who manifests that trait wins the popular favor. People like to do business with him. This explains in part why so many business successes have been built on newspaper advertising.

If a producer or distributor makes it his regular practice to advertise in the newspapers, he gains two direct advantages. First, he will sell a lot of the special stuff that he advertises. If he is offering things that people want, at prices that look reasonable and attractive, people will flock to his store.

Second, the habit of using this publicity, conveys a general impression that a man or a store is a hustler, and is leaving no stone unturned to get the best possible values. Such a place of business gives the impression that its enterprise and its energy are going to buy goods at low figures, handle them on a minimum of cost, and offer the public the best the market can show at a low price.

The existence of that impression, built up through a habit of constant advertising, will suggest to people's minds that such a store is a good place to trade at, even when they may not have noticed any announcement of bargains in the special article they are looking for.

The drawing power of push brings an increased volume of trade. The well-advertised store usually does a large business, and thus the cost of operating and overhead expense is low for the trade carried on. That makes it possible to offer low prices.

Push is as magnetic as a smile and a handshake. The store that shows that quality by consistent advertising that appeals tremendously to the American temperament.

Speak well of Vernonia, it helps your business.

Vernonia, the Nehalem valley, the state, the Nation, all need, and need badly, a paved inland highway from Portland to Astoria. It is a military necessity; a tourist necessity to re-

## ITS- AN EMERGENCY

Might Save Accidents

The city will have to install a few street lights. It is necessary to put a few lights on Bridge street, at least. A dozen lights or less would help greatly in muddy weather and make it safer going home. One at the school, one at Keasy road corner, one at Rose avenue across the track where all traffic must make the turn; one in front or near each church and each school.

### WELL-BUILT HOMES

Speed and Quality Making Attractive Homes in Vernonia's Resident Districts

Repass Bros. are builders and contractors in Vernonia, and it is probably due to the fact that we have had occasion to notice their work that we acknowledge it to be a record-breaker. No shacks are to be found to their credit. Speed and quality is noted in the home just finished for the writer by these men. It was a Monday morning that they started work on a large four-room bungalow, with bath, hot and cold water, sleeping porch, built-ins, modern in every respect, painted and wired. And in seven days the house was ready for occupancy. We counted six men at work and no one got in the way of another. There are several houses in our city to the credit of these men and they are splendid jobs. The house just finished, a block west of Rose avenue on Bridge-street hill, is a model, and one can't blame the contractors, as well as the owner, for being a little bit proud of it.

### MINDING THE PUBLIC BUSINESS.

(From Town Progress Editorials)

A common retort much heard 25 years ago, among people inclined to be pert, was "Mind your own business." It seemed to be the motto of those days. It represented the period when the good citizen was supposed to stick strictly to his own work, pay his debts, keep the peace and let other people alone.

This saucy remark is not so much heard today. Perhaps it is out of date. Anyway, it has been discovered that under the old conception of community life, cities and towns were not getting things done. There was little force pushing for progress.

It was seen that if people wanted their home cities to go ahead, they must stop minding their own business exclusively, and at least give a little of their time to minding the public business and looking after their common interests as citizens. The remarkable civic progress accomplished during the past 10 years shows this new spirit.

East of the Nehalem River is rapidly raising a promising addition to Vernonia. We counted 20 houses there Sunday, practically all new. It is a town within itself. Verily, Vernonia is reaching out in all directions.

lieve the Columbia River Highway congestion. It is a market highway the farmers must have. It is an emergency. Make it an extension of the Roosevelt Highway from Astoria through Vernonia and on to Portland.



The sign spelled, "A Poke's Store"; a spider read, and then he said, "Homeseeking days are o'er." His silken web he spun across the door, and nevermore was roused by any one. "Why should I advertise? Gosh! I've been here nigh twenty year with this same line of ties! If folks come down this way, they all can see that here I be." Thus Merchant Poke would say. But on another street, a dealer true advises you of wares and prices meet. The shoppers strain his doors; and with their heads he runs more ads, and builds up two more floors! Then to this tale give heed—and if you'd nurse a well-lined purse, just emulate Hi Speed. For in this very space he tells folks all, both short and tall, of bargains in his place.



### Diamond Jubilee

The K. of P's are planning a celebration on the 18th of Feb. when the diamond jubilee of the founding of the order will be celebrated.

Herbert Nixon, master of work has the work already organized and the full announcement, together with the place will be given later. These services are to be open to the public and all are invited when the basic principles of practiced Pythianism will be presented.

Monday's meeting of next week will be a big one when all the above plans mature.

### CROWD FROM BANKS

Friday night last, the Banks H. S. basketball team came up to be defeated by Vernonia High. It was a double header. The boys played and the girls played, and both teams from Banks were defeated. The gallery was crowded with spectators and standing room was at a premium. The boys' score was 27 to 15, and the girls' 46 to 10. The visitors came up in a big Portland-Astoria stage.

### VARIOUS NATIONS VISITED

The grade school was the scene of a "Trip Around the World" Saturday night. After a short program in the auditorium, the crowd of spectators visited each room that was decorated to represent a certain country. The children played these parts to perfection. At each nation, that nation's food was served. Space forbids special and deserved mention of each participant, but one can't avoid speaking of the primary tots, who did so well as Esquimos and Mexicans. The affair was a success in each room.

### N. P. LITERATURE VALUABLE.

D. D. Duffy, traveling freight agent of the Northern Pacific Railway, is responsible for us receiving a bunch of books and literature on the "North-west Country." They touch on every subject, and the advertising value to our state cannot be estimated. The books will prove beneficial and we expect to use them extensively from time to time.

### PROTECT YOUR EYES

You will never get another pair Eyestrain usually manifests itself by causing headaches in some form, backache or sick stomach, generally associated with a tired "worn out" feeling. At the first sign of eye strain have your eyes carefully examined by a competent Eyesight Specialist. Consult Dr. Luzader at Martineau's Jewelry store Monday and Tuesday, February 4 and 5.

## MECHANICAL BOOKKEEPER

Machine is Almost Human

The Bank of Vernonia has just installed a new adding machine, or bookkeeping machine that is almost human as to accuracy. It is operated by electricity, adds the columns, totals and moves from column to column without the use of a hand. It is the latest and best machine for bookkeeping and bank work that can be secured.

### LOCAL NEWS.

Even should you have to sell the calf or mortgage the sewing machine, it will pay you to paint your residence, and do it before the nail rusts make the sides look like a negro shanty in the cotton fields. Paint to preserve the lumber and to enhance the value of the place. A few dollars in paint will increase the value many fold. It pays. Paint! Vernonia has the name of a well-painted town. Keep up our reputation.

Attorney Gressman arrived from Portland with his family this week. Vernonia is now his home and he has his "Shingle Out" to practice law. They are splendid people that the city welcomes.

Vernonia is right there in receiving the latest and best shows. For February 17, the Majestic has secured "The Hunchback of Notre Dame." You have been reading about this great picture in every day's paper the past month.

Water meters will be put in by the city where it is difficult to tell how much water is used. About 40 meters are being purchased by the city. By this system everyone will be paying in proportion to what they use.

Every number of the Eagle is a salesman, visiting the homes each week and soliciting business for its advertisers.

The new Standard Oil station on Rose avenue is about completed—an addition to that part of Rose avenue.

Mr. Strakey is building a new residence and expects to have it ready to move in in a couple of weeks.

## MASONIC LODGE IS GRANTED DISPENSATION

Saturday evening, Jan. 26, the Grand Lodge, A. F. & A. M. of Oregon granted dispensation to Vernonia Lodge.

The wives of the Masons served a banquet at 7:30 in honor of the Grand Lodge, visiting Masons and members of Vernonia Lodge.

Immediately after the banquet all present marched to the hall where dispensation was granted and the Grand Lodge installed the following officers for the Vernonia Lodge:

C. Lintner, W. M.; Wm. Folger, S. W.; W. W. Hurley, J. W.; Wm. Pringle, Treas.; J. C. Lindley, Sec.; W. A. Arnold, Sr. D.; E. Jory, Jr. D. and D. Bruce McDonald, Tyler.

After a number of interesting talks, and at a late hour, the Grand Lodge left for Portland.

Stated communications of Vernonia Lodge, U. D. will be held every 2nd and 4th Thursday of each month.

### Old Time Dance

An Old-Time Dance is the wording of a bill announcing a dance for Wednesday night, February 6, in Vernonia Hall. This will feature the old-time dances we enjoyed probably 25 to 40 years ago—waltzes, square dances, etc. The interesting part of the announcement is that the music will be furnished by Wm. Walker and Chas. Barrett. These two men played for dances 25 years ago. Mr. Walker has gained fame on the "fiddle" by his frequent playing of old-time tunes over the radio for the Oregonian station. Mr. Barrett is one of the best pianists of this kind we have ever heard. It will be a large attended affair.

### Catholic Services

Mass and Sermon on the third Sunday of each month, at 11:30 a. m. Week day communion Mass to be announced. Jos. P. Clavey, Pastor.



## It's Valentine Time

Here you will find an ample assortment of every style, enabling you to select Valentines that will carry exactly the message you wish to send.

Envelopes to match each one is supplied for convenience in mailing.

## An Extra Large Assortment From 1 to 15c

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

**What a Dollar Will Do For You**

Every one of you have a dollar you could spare if necessity demanded it. A savings account is a real necessity to you—it means the start of better things for you. Comfort, independence, and self-satisfaction will be yours in a few years.

Start your savings account with the Bank of Vernonia NOW—not when you think you have a few extra dollars—for that time seldom comes.

**BANK OF VERNONIA**  
Vernonia, Oregon

J. P. McDonald has purchased the confectionery known as the First Chance, east of town.