

VERNONIA EAGLE



Issued Every Friday.
\$1.50 Per Year.

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PAUL S. ROBINSON,
EDITOR AND OWNER.

Editorials

Vernonia has got to have street lights, pavement, sewer and walks, they have got to come, so why the delay? Why not be enjoying them now instead of later?

The Escalon Tribune is a community paper. You get out of it exactly what you put in. If the news of your church, lodge or society is not found in its columns, it is your own fault. Appoint your press reporter. We have refused no news since we got our linotype.—Escalon (Cal.) Tribune.

Wishing a little recreation, as it were, the writer started on a fascinating Los Angeles booster story in a magazine. Fine print was waded through, then we were advised to turn to page 131, then to page 132, then to go on to page 134, at the bottom of which we learned that the continuation would be found in the next number, one month hence. By that time we were tired enough to render thanks

"Do Rats Talk to Each Other?"
Asks Mr. M. Batty, R. I.

"I got five cakes of Rat-Snap and three pieces around feed store. Got about half a dozen dead rats a day for two solid weeks. Suddenly, they got fewer. Now we haven't any. Who told them about Rat-Snap?" Rats dry up and leave no smell. Three sacks, 35c, 65c, \$1.75.

Sold and guaranteed by

The Vernonia Drug Co.

that there were no more pages to turn for a month, when probably we would forget all about what we had been reading and not turn at all. It makes one ache to hold up a heavy magazine crowded with advertisements for which has been paid \$5000 per page, knowing that the advertisers would get better returns if they used these big sums of money in patronizing the columns of the country weeklies, where advertisements are read.—Woodburn Independent.

The public will not trouble to figure or get under the surface. Many are headline readers and have no time to read articles in full. They imagine the Mellon reduction plan if adopted would be a saving only to those with large incomes and not to others. A man with a million-dollar income would pay nearly \$300,000 in taxes while the man with a \$5000 income would be called upon to pay only \$38.25. This would bring about more investment in industries, more building, lower rentals and the cost of necessities coming down. The rich man would pay more taxes because he would not put his money in tax-exempt securities. Real estate values would be enhanced.—Woodburn Independent.

From a paper in Central Willamette Valley:

"Oregon has a serious tax problem. Our overhead is sufficient for four times our population. To secure this increase of population should be our chief aim. Our expenditures will never be less. If we had four million people to divide the cost of government and improvements our individual taxes would be lessened. The income tax does not appeal to us as a means for increasing our population or taxable industries."

One good point, old but ever new, was brought out at the recent County Lincoln Club meeting. That is, why will a Republican work and vote for a Democrat in county elections, or a Democrat vote for a Republican? Why will a man of one party call for a ticket of another party at a primary election? Is it honest with oneself? Why will a Republican vote her straight with the exception of a representative or some other special candidate? It is uncalled for, poor politics and breaks up the party lines—which is the only successful way of managing this big government. It paves the way for new and experimental isms that tend to create discontent, high taxes and unfriendliness. That ever old but proven policy is coming back of "Vote her



First in Peace. First in War.
First in the Hearts of his Countrymen. Washington's Birthday
February 22.

straight."

The paint-up and garden planning campaign is upon us. Beautify your property; you thereby make money for yourself in increased valuation. Preserve the boards with plenty of paint.

From a paper in lower Willamette Valley:

"We have always felt and still maintain that the state income tax as passed by the last legislature was a great mistake. We fail to see how the collection of this tax will lessen the tax burden or how the driving out of large enterprises will help us to get money wherewith to meet these demands.

Nor can we see why new enterprises should come into a state where experiments are being tried out. We feel that something should be done at once to set aside or repeal the law."

From a paper in Southwestern Oregon:

"So long as there are tax-exempt securities issued in the United States, I personally will be opposed to income taxation. Since assuming the duties of editor of this paper, I have been fighting the Oregon state income tax measure, which I will continue to do so long as I am connected with this paper.

"At the very on-set of the campaigning against the measure, we opposed the law on the ground that it merely was for political patronage purposes and would bring nothing but grief to Oregon. Our position is unchanged. We rank the income tax law with the tax supervisory commissions law—both leeches feeding on the public coffers, giving nothing in return for the money spent.

"It is our belief that efforts of newspapers should be directed towards securing passage of the legislation taking away from states, municipalities, etc., the right to issue tax-exempt bonds. As we view it that is one of the important movements necessary to put business in the United States at its best."

EAGLE FEATHERS




IMPOSSIBLE EPITAPHS

Here is the grave of Timothy Tether, Who never kicked about the weather. Here lie the bones of Absalom Earl, Who never cursed the telephone girl. During last year between 400,000 and 500,000 tourists visited Oregon, coming from other states and many foreign countries and spending close to \$15,000,000 in Oregon.

VERNONIA LUMBER CO. BUILD MORE HOUSES

The Oregon-American Lumber Company, which is putting up the big mill in Vernonia, has started work on the building of more homes for their employees, according to B. F. Lane of Vernonia, who was in St. Helens recently. Mr. Lane stated that officials of the company at Vernonia had received instructions to build eighty-five more houses which will be modern four-room bungalows. The company already has twenty-five or thirty houses completed and occupied by their employees. Work is progressing rapidly on the mill and it is expected to have it in operation by August or September. Mr. Lane also stated that Inman-Poulsen Company, who own large timber holdings in the Vernonia section, have a crew of surveyors at work and the surmise is that



When Planning Dinner

Take into consideration some of the good things to eat which we have ready for your choice. Come in and let us show you.

The Central Grocery

PHONE 222 **We Deliver**

J. J. PURNEY

Proprietor

they expect to build a mill at or near Vernonia.—St. Helens Mist.

C. W. Wardle, who was at one time circulation manager for the Astoria Budget, but who has lately been employed at Vernonia, has arrived in St. Helens and has substituted for Mr. Charles Crichton at the local S. P. & S. depot. Mr. Crichton is confined at the St. Vincent's hospital in Portland on account of a very serious illness but at the present time he is reported as very much improved.—Columbian.

BETTER HOMES MEAN BETTER BUSINESS

As a result of a convention of furniture manufacturers from Western states recently held in San Francisco, new impetus has been given to the Better Homes movement on the Pacific Coast.

Better homes and better housing conditions make for contentment which offers poor ground for the agitator to cultivate. While better homes mean the sale of more furniture, they also mean better citizens, better workers and better communities in which to live.

Normal and sustained building activity means good business for Western sawmills whose steady operation means regular pay to several hundred thousand Western citizens. Encouragement of home building means encouragement for every line of industry upon which our factories, stores and workers depend for a living.

TEACHERS OF OUR SCHOOLS

Dear Parents: Do you want your home to be in closer association with the schools, keeping in touch with, and helping to regulate the movements of these institutions, thereby working for the best interests of your own children?

Conditions cannot be bettered until the public is strongly in favor of such movements. And no group can influence public opinion better than an interested, energetic group of parents. But parents themselves must know conditions before they can convince others of the needs; and to have a thorough knowledge cooperation with the faculties is necessary.

By this cooperation we do not mean merely the good will of the parents, but an active movement on the part of the parents, enabling them to meet regularly with the teachers, and discuss openly the different problems of the schools. This will bring understanding and sympathy that will result in improvements.

Children can be more easily disciplined when they realize that parents and teachers are cooperating with each other. They will become more loyal to the methods of the school, and the teacher's effort will not be in vain, but fruitful.

When parents know and have a part in the regulating of the schools, they can be of great help to the teachers in efforts toward improving conditions for the children.

You assuredly are interested, and would like to take a more active part in promoting your child's education.

VERNONIA FIRM GETS NATIONAL PUBLICITY FOR VERNONIA AND EAGLE

The December special number of the Vernonia Eagle fell on the exchange table of the American Lumberman, and that magazine comments as follows:

Retailer Advertis "Courtesy Week"

"Courtesy pays" at all times, and of course should be the invariable rule in all dealings with customers and with the public, but the idea of a special "courtesy week" gives the retailer something to talk about in his advertising.

The central thought of such a week is not that customers are to be treated with unusual courtesy, as it is taken for granted that the dealer at all times accords to those that buy from him the best treatment possible; but rather to express appreciation for patronage, and possibly bestow some little souvenir upon those who call at the dealer's place of business during the week.

An interesting application of this idea is found in a large advertisement of the Tipton Lumber Co., Vernonia, Ore., appearing in a recent issue of the local newspaper. The text of this advertisement, which in its original form occupied a half page of the newspaper, reads as follows:

"Our Way of Looking at It
"We are making this week COURTESY WEEK, and taking this opportunity to thank the public—that's YOU—for the patronage we have received in the past. Last year was a good one; this year is going to be better. And we appreciate it. Thanks.

"We Sell Lumber, But—
we are also interested in you and what you do. That's the human part of the lumber business. We want to see you on Tipton's Honor Roll of Home Owners; that's the community spirit.

"We want to give you more than you pay for; that's service.
"We want to treat you with impartiality; that's a square deal.

"We try to combine the right kind of selling policy and the right kind of service, and give you, in the best way we know how—Tipton Lumber Co. Courtesy.

"Thank You.
"The Big Yard One Block from Post Office.

"Tipton Lumber Co."
—American Lumberman.

CONCRETE SATISFIES AS ROAD MATERIAL

Stone and Cement Makes Long Wearing Highway.

Concrete roads, properly made with good Portland cement, offer considerable choice of basic materials, according to the local market, and a satisfactory long wearing road when completed. For suburban and rural roads concrete is an ideal road material. Concrete consists of a mixture of water, cement, sand, and gravel or stone of many varieties. Engineers call the sand part the "fine aggregate," and the pebbles or rock the "coarse aggregate." Given clean aggregates and good cement and the road when finished will be durable, dustless, easily maintained, and smooth.

The two disadvantages, cracking and breaking at the edges, can both be overcome. Cracking, a result of temperature changes, and stress does little or no harm if the crack is promptly filled. Proper shoulders at the edge of the road eliminate the dangerous depression caused by the earlier neglect of this part of the road building, before it was understood how water and weather wear away the edge-protecting earth.

The two general types of concrete pavement are known as one-course and two-course pavement. The former consists of one course of con-

crete, all of which is mixed in the same proportion and composed of the same kind of materials, while the latter consists of two courses, usually mixed in different proportions and containing different kinds of aggregate. The one-course pavement is much simpler to construct than the two-course type.

In the two-course type of construction local coarse aggregate of average or low wearing qualities is used in the lower course and imported aggregate with high resistance to wear is used in the top course. If the only materials locally available for use as aggregate are of inferior quality, it is more economical to use them for aggregate in the lower course of a two-course pavement and import aggregate for the wearing course than to employ a one-course pavement and import all the aggregate.

PORTLAND GIRLS DEVOUR 100 NEW STREET CARS

What's that? Portland girls eating street cars you say?

Well, not exactly, but it amounts to the same thing.

According to the United States census reports, the per capita consumption of candy and confectionery last year was about \$5. This would mean around \$1,500,000 for the city of Portland, and \$1,500,000 would buy about 100 brand new, modern trolley cars of the type now in use in Portland.

But then, that's another. The men folks were worse yet. More than 150 trolley cars "went up in smoke" in Portland last year for the consumption of cigars and cigarettes aggregated somewhere around \$2,500,000.

ANOTHER NEW APARTMENT HOUSE BUILDING ARRANGED FOR THIS WEEK

We can't keep track of the new buildings going up and being planned for in Vernonia. The building program is effective in all parts of the city. Two lots were sold last week to Mr. and Mrs. S. L. Smith, of White-son, Ore., by Mr. Cleveland, laying in the old orchard north of the Linley home. Mrs. Smith informed the Eagle that they would begin immediately the construction of an apartment house. They will have eight two-room apartments, furnished for housekeeping. It's a good location.

COUNTY SHOULD HELP AND IT IS NEEDED NOW

You have probably heard that the main street in Vernonia was muddy at times. Strangers have been disgusted with the dirty appearance, and home people would like to see Bridge street paved. It would increase the population, it would assure better health, it would be more convenient, more pleasant getting around, and better and more buildings would be built if the street was fixed and permanent curbs put in on a street grade that was dependable and lasting. We are roasting the council for not fixing this street? No, we can't blame the council on this as it is up to the people; the property owners to make the first move. In St. Helens the county helped in several cases by paving 16 feet in the center and the property owners paving both sides and putting in the curbs. Will the county do as much here? We think so. Will the Vernonia property owners meet them half way? We don't know whether they will or not, but we know some of them that are anxious to do it if possible.

Of Interest to the Many New Houses in Vernonia

Opening Display and Sale

—of—

1924 WALL PAPER

IT IS TIME TO PAPER

We have just received, and placed on sale a big shipment of the "newest" in Wall Decorations, more beautiful in design and coloring, at no advance in price. The new patterns are sure to please.

Dainty New Bedroom Paper in stripe and allover designs; beautifully colored Tapestry and Tiffany blend designs for the living and dining room specially priced for quick selling.

—GET IT—

NEW MAIL ORDER SAMPLE BOOKS

If unable to come to Portland, one of these new small mail order books, showing actual samples of paper, will be mailed you "FREE" on request.

Bedroom paper 5c, 7½c, 10c roll; Living room paper 10c roll and up; 30-inch Oatmeal paper 45c full bolt; Washable Kitchen paper 22½c roll; Tapestry paper at 25c and up; Wall Felt for house lining, 50 square yards for \$2.35.

Save big money on Best WALL PAPER

SMITH'S

Wall Paper House

108-10 Second, Near Washington

Portland, Oregon