

VERNONIA EAGLE



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PAUL S. ROBINSON,
EDITOR AND OWNER.

Editorials

HOW TO MAKE YOUR ADVERTISEMENTS PAY

Few merchants really have the proper appreciation of what advertising means to them. A writer in an exchange aptly puts it this way:

If a man spoke to his wife only once a month or every two months, she wouldn't even recognize his voice. Yet some men advertise once a month or every two months and then wonder why they don't get more business. Advertise every week. Remember "the used key is always bright." The store that tells the public what it is doing regularly, is the store that gets there in the end—New Bethlehem (Pa.) Leader.

In our Political Announcement column, this week we have that of Judge John Philip, announcing his candidacy for County Judge of Columbia county, on the Republican ticket. The Judge is at present filling the place made vacant by Judge White resigning. In the Nehalem valley, Judge Philip has many acquaintances, and we don't believe he has any enemies. He is as solid as a rock square and fair in all dealings, and as he announces, he will, if elected deal in an impartial manner to each and all districts in the county.

The new Methodist temple in Chicago has the highest cross in the world. This gold covered emblem of Christianity was recently placed in position atop the slender spire of the edifice at a height of 556 feet above the street and will be visible day and night for miles around. Each evening searchlights will be trained upon it so that its brilliance will never be dimmed. The cross is made of bronze with a heavy coating of copper, upon which a comparatively heavy gold leaf has been placed. The searchlights are hidden in the ornamental stone work 29 feet below the cross.

It is the girl of good, sound, hard sense, the girl who loves home and helps her mother who wins the model man and becomes an ornament to womanhood. The girl that does this and devotes part of her time in reading and strives for the grace of mental culture, commands the respect

and esteem of everybody, while gadding street ornaments only win the admiration of those whose attention is not worth having.

How ready are some people to make trouble. A few days since a lady had an editor arrested for slander. It seems that the lady had lost her husband, (by death) recently, and the poor newspaper man thinking to do the family a kindness wrote an article on the man's life, in which he stated that Mr.—had gone to a better home. What would have been the outcome had he written that he had gone to the other place?

Some time ago the Eagle suggested the possibility of Senator Capper being the next President. We later named him as the next Vice-President. He will win in one or the other jobs, and it is absolutely sure that the name of the next President will begin with a C.

The first day of Spring was a peach here, but in the East a blizzard and in sunny California a cold rain and snow. Oh! You Oregon.

Boom your town. If you don't who will? Make all the newcomers and prospective residents think it is going to be a metropolis of this part of the country, and it soon will be. Get in live and energetic men and the town cannot help but prosper, go forward and grow. You never saw a town amount to anything where business men were engaged in telling how dead it was—lifeless and that all the powers that be, could not start it moving, building up and endowing it with new life.

After deciding to publish a paper at the Illinois state penitentiary at Joliet, to be edited by the convicts, the prison officials were somewhat embarrassed—not to say surprised to find that there was not a printer among the 1,500 inmates.

Singing does not always indicate talent. Sometimes it's positive insulting.

Everybody stands ready to forgive automobile salesmen who will try to make him buy a car.

Travelers once were entranced by beautiful scenery; now they become that way over good roads.

Many of the men who fail are those who stopped to congratulate themselves on the road to success.

You don't need a license to hunt trouble, nor a dog to scare it up.

You will find the world growing mellow as you grow mellow.

Find one who boasts that he is not a "party man" and you will find one who seldom votes but is always "ag'in" the government.

Walking is the best exercise, but some won't indulge in it because it is too cheap, and others because they think it makes them appear cheap.

The world extends the glad hand to the successful man and hands it to the unfortunate.

The only sure method of eliminat-

"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 cakes 35c, 65c, \$1.25.

Sold and guaranteed by

The Vernonia Drug Co.

ing war is to have laws requiring that the first to go shall be the government officials, legislative bodies, money kings and politicians. That would settle it.

The boys don't sing as much as they did in the pre-prohibition days, but neither do they break down and weep on the bartender's neck at closing time.

A good listener generally knows more than the fellow who does the talking.

So long as you are discontented with yourself, there is hope.

Special favors follow special duties

We may not know much about the movies, but no 20-year-old screen actor can put on a pair of overalls, a straw hat and a checked shirt and make us believe he's a farmer.

PSALM OF LIFE

With Apologies to Longfellow
By An Unknown

Tell me not in mournful numbers
Advertising is a dream,
For the business man who slumbers
Has no chance to skim the cream.

Life is real! Life is earnest!
Competition's something fierce,
If for dividends thou yearnest,
Learn to parry, thrust and tierce.

In the business field of battle
Mollycoddles have no place;
Be not like dumb, driven cattle
Be a live one in the race.

Lives of great men all remind us
We can bring the bacon home,
And departing leave behind us
Footprints on another's dome.

Let us then be up and doing,
Otherwise we may be done;
Still achieving, still pursuing,
Advertise and get the money.

EAGLE FEATHERS



Many a "good old scout" seems unable to find the trail to home.

The man who enters business solely to make money is bound to fail.

The thrifty man is not always necessarily wealthy, but always comfortably fixed.

You can't get much happiness out



FOOD HE WILL ENJOY

Naturally a wife's first thought when shopping for Foods is what will my husband like best for Breakfast, Dinner or Supper!—and you can come to this store knowing that you will be able to select from the choicest viands the market affords. Yet our prices are very reasonable.

The Central Grocery

PHONE 222

J. J. Purney

We Deliver

of a bum liver, but quite a few seem to get much joy out of a bum fliver.

A sweet young thing had broken her glasses. She took the remains back to the doctor. "I've broken my glasses, do I have to be examined all over again?" The doctor sighed, "No, just your eyes."

Time kills one who kills time.

If you can't make up your mind, maybe you haven't any.

Some men can save money and others can hardly save their breath.

He who ridicules another's ignorance confesses his ignorance of the other.

What the young folks now know is that if they marry in haste they can be divorced at leisure.

Quit Your Crabbing
There ain't no use in crabbing, friend

When things don't come your way; It does no good to gloom round, And grumble night and day.

The thing to do is curb your grief, Cut out your little whine; And when they ask you how you are, Just say, "I'm feeling fine."

There ain't no man alive but what is Booked to get his slap; There ain't no man what walks but what

From Trouble gets his rap. Go mingle with the bunch, old boy, Work hard and don't repine; And when they ask you how you are, Just say, "I'm feeling fine."

—Team Work.

Money Wasted

When the doctor arrived he found the patient in tears.

"Cheer up, my good man," he said "you'll pull through all right."

"Tisn't that Doc," groaned the patient; "but just think of the money I've spent buying apples to keep you away."

The humiliating thing about it is that the youth who thinks he knows more than his parents, so often does

One thing that is sweeping this country is vacuum cleaners.

Mr. Wm. Folger spent a few days in Portland on business this week.

RAT-SNAP
KILLS RATS
Better Than Traps For Rats
Writes Adams Drug Co., Texas
They say: "RAT-SNAP is doing the work and the rat undertakers are as busy as pop corn on a hot stove." Try it on your rats. RAT-SNAP is a "money back" guaranteed sure killer. Comes ready for use; no mixing with other foods. Cats and dogs won't touch it. Rats dry up and leave no smell. Three sizes: 85c for one room; 65c for house or chicken yard; \$1.25 for barns and outbuildings. Start killing rats today.
Sold and Guaranteed by

The Vernonia Drug Co.

Changed Hands

The
"Betty Jane"
Palace of Sweets
IS UNDER NEW MANAGEMENT

Short Orders. Light Lunches, Cold Drinks, Ices, Candies, Unexcelled Brands of Box Candies, Cigars, Smokes and Tobacco.

AFTER THE SHOW OR DANCE REFRESHMENT CENTER

L.H. Detrow, Prop.

What distinctive and advanced features do you get in the True Blue Oakland?

A highly developed Six—four-wheel brakes—body by Fisher—permanent top—automatic spark advance—centralized controls—permanent, special finish.

GILBY MOTOR COMPANY
Vernonia and St. Helens

True Blue
Oakland
SIX
PRODUCT of GENERAL MOTORS