

ity benefit inasmuch as it had been of help, particularly to the smaller newspapers, in making them more prosperous and better able to produce better newspapers such as reflect greater credit upon their communities.

your news-vice and make him what is wrong with it; why it don't pull. He is just as anxious that his advertising columns sell as is the advertiser. A good way to tell if your advertising really conveys your message is to try it out on the office boy. If he understands you thoroughly, then you have a good piece of copy."

Mr. Mullaney told of the large amount of advertising that is now being done by utilities and stated that this had not only benefited the companies, but had been of real commu-

STOCK TAKEN UP

In Pound, 4 head of cattle, 2 black and white, 1 brown and 1 yellow, all young stock. Owner had better see Marshall Smith immediately.

LOST August 9, Agate Brooch.
Leave at Eagle Office.

FOR SALE—Two year old Jersey Heifer giving two gallons milk day. See J. W. Baldwin.

25 acres, 3 miles from Vernonia, 4 acres under cultivation, in grain, garden truck. Nice house, wood house hen house, garage and barn. All kinds small fruit, chickens, 5 milch goats; good well, best location on county road between 6 logging camps School and mail route. Must be seen to be appreciated.

Ivan A. Sherer,
Vernonia, Oregon.

AN ENTERTAINING WEEK

All arrangements have been made for the appearance of Baird's Comedians, a Dramatic Chautauqua, to play Vernonia next week commencing on August 24th, the organization comes well recommended from the many towns they have played and plays Vernonia, as it does all other towns without asking a guarantee in any way from anybody, proposing to put on a program of sufficient merit to warrant its financial success and



Wm. Brewer, appearing in the opening program of Baird's Dramatic Chautauqua.

guarantee a liberal patronage for the entire engagement.



**Why Pay For The Can?
You Can't Drink It**

Buy a Pound of Our
BULK COFFEE

and Save the Difference
GROUND FRESH WHILE YOU WAIT
"THE SMELL WILL TELL"

35c 40c 45c Per Pound

Vernonia Mercantile Co.

IN HALL & MILLS BUILDING
Good Goods- Reasonable Prices-Prompt Deliveries
"Service That Means Satisfaction"

PHONE 492

L. R. GILLCHREST

Did You Know

We Sold several kinds of real fresh Candies for 25c a pound this week and are still doing it

We will have a

Special Every Day

and some kind of Candy will be sold at a
BIG DISCOUNT EACH DAY

Watch our window for our specials.

We also have a large shipment of Fancy Candy boxes all sizes and colors. Come in and look them over. We will pack them to suit your fancy at a real bargain. We make all our own Candies and fill our own boxes. Try our chocolate creams.

TAFFIES,

CHOCOLATE CHIPS

BOON BONS

FUDGES

J. C. LINCOLN

The Candy Man

LINCOLN

CANDY

KITCHEN



Next Door to "White Lunch"

Ladies will be admitted absolutely free to the opening program, this will undoubtedly assure a capacity audience for the first performance, all the management asks for this courtesy is that you will come out and attend the first program, then recommend its amusement value to your friends as you see fit.

Full particulars will be found in the advertisement appearing on another page in this paper.

The "Home Hygiene" classes for Vernonia have been postponed until later in the year. The County Nurse who was here Monday, decided that it would be better at a latter date when everyone was not so busy.

Local mention on various pages. It's your local paper. Phone us a news item any time. Tell us or write it. We appreciate getting all the news items possible. Read every page and good store news is found this week in the ads.

The Standard Democrat of Burlington, Wisconsin, has carried the ad of a clothier in that town in every

issue for 62 years. The owner of the store never fails to bring around his copy every Monday morning. Certainly he is a merchant who realizes that the home newspaper is a better friend to him, a more serviceable agency, than any direct-by-mail specialist or novelty advertising man who ever came down the pike. And it's also a certainty that Burlington

has had its depressions, just like any and every other town, and that during those depressions this clothing store man has thought more than in good times that the best bet for his own during the dull times was the newspaper which came out once a week telling the outside world that, after all, Burlington was getting by nicely, thank you.

Vernonia Sign Co.

M. RICHARDSON

D. F. LUCAS

BEST WORK AND PROMPT SERVICE ON

SIGNS

ELECTRIC

WINDOW

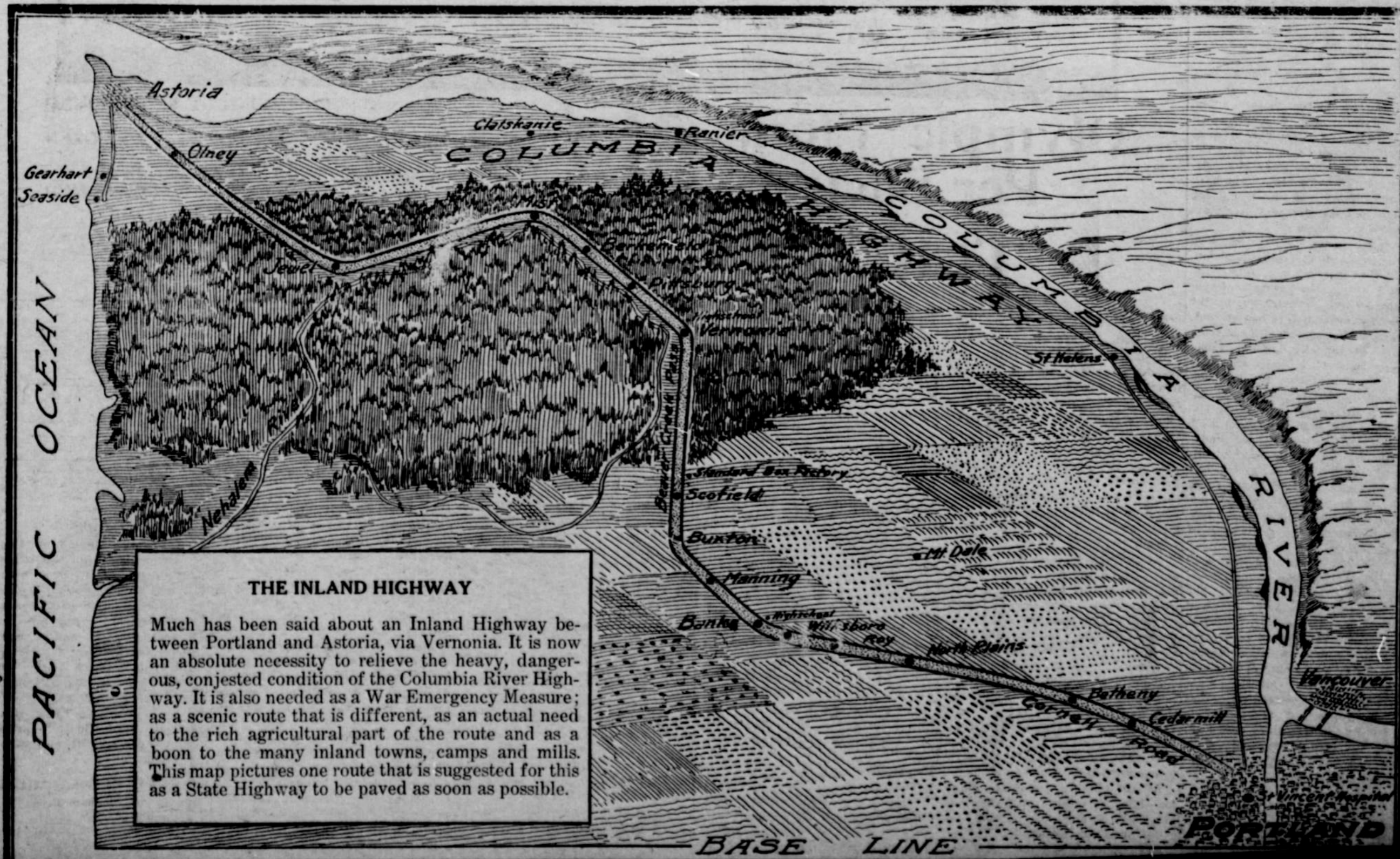
BANNER

SHOW CARDS

INTERIOR DECORATING AND AUTO PAINTING

SHOP IN

Vernonia Hotel Building



THE INLAND HIGHWAY

Much has been said about an Inland Highway between Portland and Astoria, via Vernonia. It is now an absolute necessity to relieve the heavy, dangerous, congested condition of the Columbia River Highway. It is also needed as a War Emergency Measure; as a scenic route that is different, as an actual need to the rich agricultural part of the route and as a boon to the many inland towns, camps and mills. This map pictures one route that is suggested for this as a State Highway to be paved as soon as possible.