

**REAL ESTATE—INSURANCE**

TOWN PROPERTY OUR SPECIALTY  
HOUSES—LOTS—ACREAGE

FIRE, LIFE AND ACCIDENT INSURANCE

**KAVANAGH LAND CO., WEST OF BANK**  
Also Farm Lands

**PLENTY TO EAT**



You will always find plenty of the best foods awaiting you here. We buy the best quality, cook it and serve it in the best manner.

**The Manhattan Cafe**

**THE FARMER'S COMEBACK**

That the farmer has staged a real comeback in spite of conditions that were against him is indicated by the report of two big Chicago mail-order houses which secure nine-tenths of their business from the farms and smaller towns of the country. Sears Roebuck and Co. lost heavily in 1922 but in 1923, according to their annual report they made several millions. Montgomery, Ward and Co., gave their net earnings for 1923, as \$7,702,525.00.

The farmer can do a great deal better by trading with his home merchant, as he will find prices are usually lower at home where he doesn't have to pay the freight and send his money in advance—but the mail order houses have hammered away at him and are selling thousands to people on the strength of advertising their wares by catalogue and mail-order publications. Here in La Crosse we may imagine that the money taken out of the town and community is small, but in the course of a year it will run into hundreds of dollars. Our home merchants have it in their power to check off most of this trade, if they would but realize it.

Big mail-order houses are everlastingly advertising. They pick communities in which the local merchants do not advertise as liberally as good business warrants, and they flood those communities with catalogues. They go on the theory that every day is lost that does not carry with it extensive advertising. And as a result they are cleaning up every year millions of dollars that should go into the cash drawers of home merchants.—La Crosse (Kansas) Republican.

**WONDERFUL HORSE**

Oh Horse, you are a wonderful thing; no buttons to push, no horn;

you start yourself, no clutch to slip; no sparks to miss; no gears to strip; no license buying every year, with plates to screw on front and rear; no gas bills climbing up each day, stealing the joy of life away; no speed cops chugging in your rear, yelling summons in your ear. Your inner tubes are all O. K., and thank the Lord, they stay that way; your frame is good for many a mile; your body never changes style. Your wants are few and easy met; you've got something on the auto yet.—American Forestry.



**SAVE STEPS—LIGHTEN WORK**

Let us show you how our fine Kohler sinks can be set at the right height to save back strain. Their single or double "built-in" drainboards are a wonderful convenience in dishwashing; and their smooth covering of snowy enamel, without joints or crevices, is as easily cleaned as a saucer. We have just the Kohler sink to fit your kitchen. The price we believe, will pleasantly surprise you.

**VERNONIA PLUMBING & HEATING**  
Joe Bauman, Prop.  
Joining Hy Van Hotel.  
Phone 801. See my display.

**Why Not Own a Lot**

IN THE FAST GROWING CITY OF THE RICH NEHALEM VALLEY?

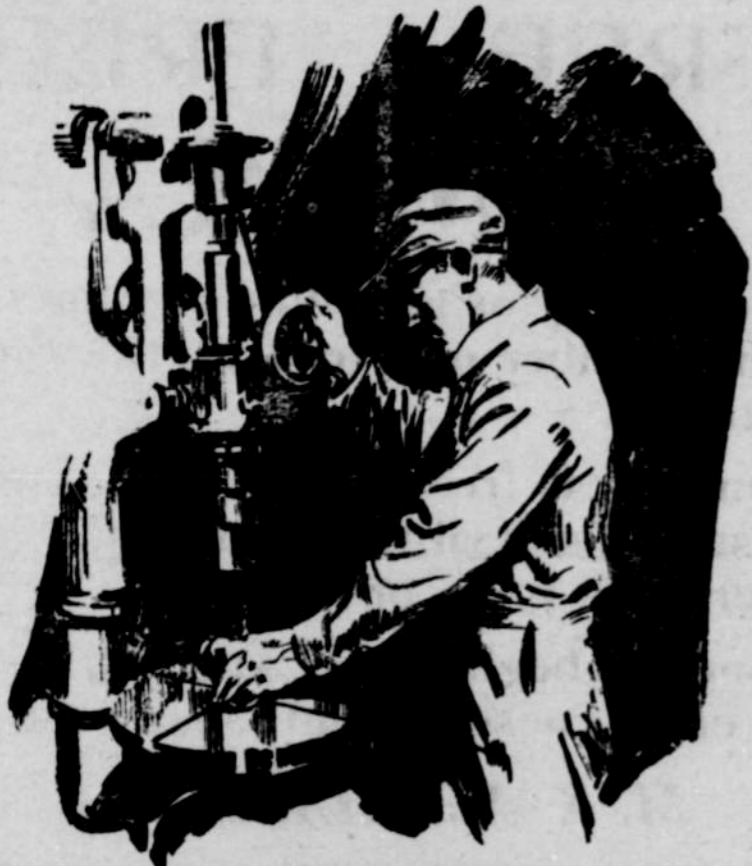
Vernonia has a bright future—an investment here is safe

We have a few choice, big lots, close to the highway for only \$115.00—1-4 cash, balance \$10.00 per month. Write me or call at my office for full particulars.

I also have some choice acre tracts and business lots

**G. B. Richmond**

General Sales Agent



**PUT IT UP TO US**—When you have any repair work that you want handled in a prompt and efficient manner—put it up to us. Our shop is completely equipped to care for this work, our men are thoroughly experienced, and when we turn the work back to you you can bank on it being done right.

**VERNONIA BRAZING & MACHINE WORKS**

**ZEROLENE**



Zerolene "F" for Fords, the Standard Oil Company's new oil for Ford cars, was for the first time drawn from the pumps at garages and at Standard Oil Company Service Stations and offered to the public about the middle of last December.

The response of the motoring public was immediate and overwhelming. Today Zerolene "F" for Fords is the most popular oil on the market for Ford lubrication.

**Lubricates Better—Costs Less**

The verdict of users verifies the claims of our Research Engineers—that Zerolene "F" for Fords meets the special requirements of the Ford lubricating system better than any other oil.

Yet it costs not more but less than any of the special Ford oils on the market.

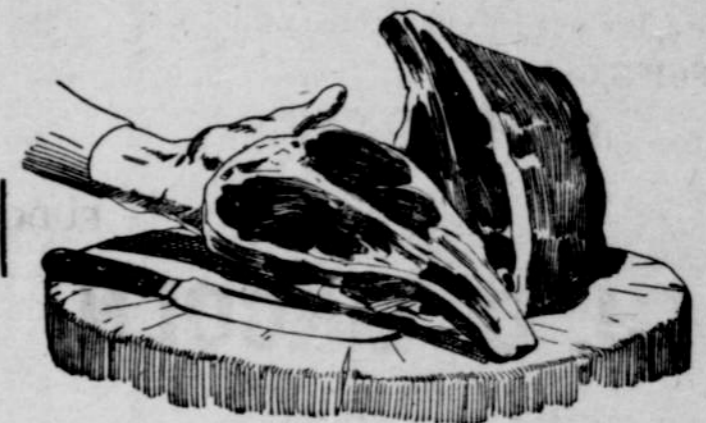
**A Longer Life for Your Ford**

We believe that Zerolene "F" for Fords will increase gasoline mileage, reduce carbon removal operations, and lengthen the working life of every Ford in which it is used.

A Ford is an A-1 transportation investment. Protect your investment by proper lubrication.

**STANDARD OIL COMPANY**  
(California)

**100% FORD Lubrication**



**JUST AS GOOD AS IT LOOKS**

It is the choicest Steak cut of all—tender, juicy and of the finest flavor.

We will be glad to send you one—simply phone your order.

A real modern meat establishment, handling the best meat, poultry, butter, eggs, ice.

**EMMOTT & CULVER**  
Vernonia Meat Market.

**ORDER**

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The price of Coal is lower now than it will be later, and you can get the kind of Coal in the grade you want if you order now.

We will take your order today, delivering it whenever you say.

Phone and tell us what you want.

**Tipton Lumber Co.**  
Vernonia, YARD AT FORMER CHURCH SHEDS Or.

Phone 431

**VERNONIA STEAM LAUNDRY**

QUALITY WORK GUARANTEED

A Vernonia Institution, Modern in Every Respect

**WE CALL FOR AND DELIVER**

Quick Service—Watch for Our Car

**STATE LAUNDRY CO.**

ALL KINDS OF LAUNDRY WORK

Washable rugs Blankets  
Lace curtains Feather pillows  
Wagon Comes to Vernonia Daily  
Sox Darned Free

**"QUALITY AND SERVICE"**

Vernonia Agents Are:  
**VERNONIA CLEANERS**  
**COLUMBIA BARBER SHOP**