

MOUHPICE OF the NEHALEM VALLEY

COLUMBIA COUNTY

Advertising Medium of a Big Pay Roll Community

OPENING EVENT OF KINGSLEY MERC. CO.

New Store on Prominent Corner Will Open for Business Next Saturday

This Saturday morning at usual working time will be the "opening" of the new Kingsley Mercantile Co.'s department store, in the large new fireproof building on the corner of Second and Bridge streets. The painters, plasterers and decorators have finished their work, the fixtures all set and the many shelves counters and departments well stocked with new goods of every description, that have been arriving daily the past two weeks. Saturday the doors will open on one of the cleanest, neatest, newest and most complete department stores in the county. Vernonia people are appreciative of the work done by the Kingsley Mercantile Co., and the building they have done speaks of their confidence in this metropolis of Columbia county. Here is success to the new store that we intend visiting Saturday in the new quarters. Everything is handled that is found in all first class department stores.

HALTOM'S BIG SALE SET FOR SATURDAY

The paper and large bills announce the big 13 day sale starting Saturday at the Haltom store "Just across the bridge". In accord with the season, the Haltom store is offering a sale that few will care to miss. The large room is full to overflowing with goods of the season, that are now thrown of the Sale Counter at special bargain prices. The many empty goods boxes testify to the new shipments that have been arriving for this sale, and Vernonia people are promised a treat from one of the largest stores of the valley.

VERY NARROW ESCAPE

Mr. and Mrs. Charles Mellinger certainly are thankful today that they are well and healthy. On a recent trip over the Columbia River Highway in their car, an auto bearing a Nebraska license tried to pass them. It passed them all right, only the careless driver turned in too soon. The auto struck the front wheel of Mr. Mellinger's car and turned it around across the highway and upset with the occupants in it. They crawled out bruised but not seriously hurt. Their car is somewhat of a wreck, costing probably a hundred dollars to fix up. It is hoped the strange car can be located and the driver can be made to pay for the repairs. It was certainly a very narrow escape.

RULES FOR FARM BUREAU ESSAY CONTEST

Conducted by Columbia Farm Bureau.

Open to all boys and girls of the schools of Columbia county in grades up to and including the second year high school.

Dates of contest October 1 to November 10.

Subject of essay to be choice between (a) "Why Dad Should Join the Farm Bureau." (b) Why Dad is a Farm Bureau Member.

\$10.00—1st prize; \$5.00—2nd prize; \$2.50—3rd prize; \$2.00—Next five; \$1.00—Next five.

Special Grand National Prize—The writers of the four best essays in the United States are to be awarded by the American Farm Bureau Federation with a prize trip to Chicago, Ill., at the time of the annual meeting of the national organization which is December 8, 9 and 10, 1924. One national prize will be awarded in each of the four national Farm Bureau regional districts. Only counties with ten or more contestants are eligible to compete in the national contest.

All essays must be in the office of the Columbia county Farm Bureau by November 10, 1924.

Points to be considered in essay are:

1. Facts on the subject.
2. How the story is told.
3. English, spelling and punctuation.
4. General appearance and neatness.

The contest will be judged by the committee appointed by the Farm Bureau Executive Board, the County Superintendent of Schools, and the County Agent.

VERNONIA MASONS VISIT LOCAL LODGE

A large delegation from the Vernonia Masonic lodge were guests of St. Helens Lodge No. 32, A. F. & A. M., Tuesday night and the degree team of the visitors put on the Master Mason degree. After the lodge session a delightful social session and banquet were held and including the visitors, there were more than 100 present. The Vernonia brothers who attended the lodge meeting were: W. W. Laughlin, Bruce McDonald, William Pringle, A. C. Alexander, James York, Glenn Robinson, W. H. Congdon, F. M. Ruhl, Troy Smith, William Folger, Ivan Shearer, J. A. Campbell, W. E. Sheppard, A. J. Hughes, E. Jory, J. E. Applegate, Lee Johnson, R. A. Space, H. R. Grunder, M. E. Carkin, O. F. Tipton, A. H. Starkey, J. C. Lindley and Dr. W. H. Hurley—Mist.

BRIERS

Whoever gets his hands into briars gets stung. If you like to get stung read the following lines. However, some of the stingers have been extracted by time so that it is comparatively safe now to take up this subject. The briar in this case are the "Commercialized Charities". Under this term we include all forms of machinery whose aim is to solicit money for human relief, and is supported and kept up by the funds so solicited. It has been rumored about that some of these agencies maintain expensive offices in many large cities of the land and paid secretaries and assistants. Some of these are getting even a vacation occasionally. Now whatever the normal aspect of it may be we do not question at this time. Our object is that there are too many of them. It is pretty difficult to go into a barn with a bucket on hand to milk the cow after the animal has been milked. Nor it is possible to get wool off a sheep after it has been shorn. A certain amount of time must be allowed for these things to develop again.

Vernonia is a growing town, but this does not argue that we are all millionaires. It takes money to build our homes and our institutions and our improvements. We are also very responsive to the needs of our unfortunate fellows of which we have proof black and white. Of late we have been invaded by an army of relief solicitors and some made their appeal through the mail. One day it happened that there were three different appeals made to our business men by outside agents. Some of these relief appeals are of a patriotic nature, some come under the garb of Christian charity, etc. The writer was told that one appeal was made for an imaginary future woe; some hoboos may be in need next winter and so we must be ready for them. It occurs to us that we have been shorn plenty this summer and that we are entitled to a period of recuperation so that we can build up our home base a little better.

Let us offer a few suggestions. First, let us cease multiplying relief machinery. Every machine involves operation expenses. Why not work the machinery we already have, and work it as it should be worked. It is the writers belief that quite a number of machines might be scrapped if some of the main engines are tuned up and made to function with a greater efficiency. In the second place, harsh-as it may seem, but in our age and under the existing conditions, it seems almost necessary to curb a wholesale invasion of outside solicitors. These charities are presented in such a patriotic and loyalty and semi-religious spirit that the average citizen hates to be contrary. Under these conditions may it not be wise for a city to have a regulative ordinance to protect its constituency against some of these things mentioned? Furthermore, it is the conviction of the writer, that in some cases it is a different form of charity that is needed. Sometimes the thing needed is a few lessons of self-help and economy, and in others a few moral and religious principles.

In closing let us state, that whenever there is real distress or a real need we are ready, but we are limited and cannot help everywhere. The briars are against unnecessary and expensive machinery. We mean to protect ourselves so that we have a chance to recuperate and put ourselves on a basis where our own institutions will be in a position to render a better service. What is your opinion?
H. G. H.

Bigger and Better Than Ever



Rebuilding the Home of the Pacific International Livestock Exposition

Above are pictured the new buildings, August 23rd, just one month after the fire. When people heard that the Pacific International Livestock Exposition at Portland had been destroyed, it was like a blow in the face. But the indomitable spirits who formed it first, who labored for its establishment and continuance were not daunted. Within a few days, work had been begun on a new home, "bigger and better than ever," and now it is nearing completion. The contractors have promised to have it done and ready for occupancy by October 25th, and the great Exposition will open its doors to the public on the morning of November 1st with a larger and more beautiful show than ever in its history.

The new structure is modeled in general after the old one, for the arrangement and plan of the former one was hard to beat. The stadium has been enlarged, however, and forty feet have been added to its length, and the seating capacity has been increased to 7999.

The horse department has been enlarged and improved, as has the poultry department, while the boys' and

girls' clubs will have a department exclusively for their exhibits.

Magnificent animals from all over the United States will show what breeding and scientific care can do with the race of dairy cows. World record animals of various breeds are promised and the dairy department will be a union of beauty and utility not to be surpassed anywhere in the world. The breeders of cattle vie with each other for numbers and excellence, and there is always a sportsmanlike struggle in the show ring between breeders for the coveted blue ribbons.

Collected within the walls of the immense Exposition building are not only the finest dairy cattle to be found anywhere in the world, but hundreds of other animals, representing the time, labor and thought and work of centuries to bring them to as near perfection as the ingenuity of man can compass. Nor is this all. The products of the soil in their glory of color and fragrance, the accomplishments of the boys and girls in useful endeavor and other things worthy of study and enjoyment will be found at the Pacific International Livestock Exposition, November 1 to 8 inclusive.

THE OLEO MARGARINE AND CONDENSED MILK BILL

At the last session of the legislature, a law was passed which briefly forbids the manufacture and sale of a mixture of vegetable oils with milk for the purpose of offering a substitute for butter, this law was fostered by the dairy interests of the state, and was opposed by the Oleo Margarine interests.

After the measure was passed, the Oleo interests secured a referendum on it, which has kept it in suspension ever since, so that it has not been in force. The law is to be voted on by the people of the state at the coming November election.

The object of this law is to protect the dairy industry against the competition of what is termed a substitute for butter and other milk products.

It is not the intent of this or succeeding articles to abuse anybody but to treat the subject soberly, plainly and truthfully. The people of the state are entitled to have all the facts set before them in the simplest manner possible, so that they may understand to the fullest extent just what effect their votes may have.

This is a very important matter. There is no other measure on the ballot which will affect so many citizens of the state as this. The dairy industry is the largest of all agricultural activities in Oregon and one of the most important. The dairy industry supports in whole or in part a fourth of the population of this state. It pays a very large percentage of the taxes. It sustains the banks and other industries. It renews and maintains the fertility of the soil.

In order to understand all phases of the subject clearly, it has been divided into various heads, and each one will be discussed separately as follows:

1. Economic value of the dairy industry to Oregon.
2. Value of the dairy industry from the standpoint of health and development, particularly as relates to children.
3. Effect of the Oleo Margarine industry on dairying in Oregon.
4. The aim and intent of the Oleo Margarine and condensed milk law.
5. The result of a defeat of this law.
6. Answers to charges made by opponents of the law.

In the following articles each of these subjects will be handled as briefly as is consistent with a thorough

understanding, for the information of the readers.

The dairy cow is the mother of the human race. Her milk has established the rugged, active, alert nation of the world in all ages. The dairy cow nourishes a sturdy race of men and women. The credit for good citizenship is in large measure due to the use of milk and milk products in the dietary of children is a blow at the coming generation.

"The basis of child welfare is health an dphysical development. The foundation of child health lies in proper feeding. In its broad aspect the proper feeding of children involves around a public recognition of the interdependence of humans upon dairy cattle. The white race cannot survive without dairy products." Herbert Hoover.

"As a food product, there is no substitute for that which comes from the dairy. It contributes an important element to the growth and development of both body and mind, for which there have never been discovered and adequate substitute." Calvin Coolidge.

CHRISTIAN CHURCH

Next Sunday morning and evening services of the Christian church will be held in the auditorium of the high school. Following the Bible school hour at 10:00 a. m. will be the preaching service at 11:00, the subject of the morning sermon being: "The Master's Greatest Thoughts—The Infinite Value of Personality."

For the evening service at 7:30, the subject will be: "The Strange Case of Enoch."

A cordial invitation to all to attend every service. W. A. Gressman, minister.

FOOTBALL GAME

THIS SATURDAY AFTERNOON

Everybody should turn out to the football game at the ball grounds this Saturday afternoon. It's the high school's first game of the season. Root for 'em. St. Helens high school is coming over to play our boys. St. Helens was the champion of the county last year. Let's boost Vernonia this year.

PIONEER'S REUNION AT CHURCH, OCT. 5

Sunday, October 5, the Relief Corps has arranged for a big reunion to be held in the new church auditorium, promptly at 2 o'clock p. m. Do not let any citizens miss attending this. The Program promises to be interesting, composed mostly of original Pioneer stories by "Old Timers". Some of them have splendid untold history and events to relate. Mrs. Spencer, President of the Relief Corps has been here 44 years and we may find a few earlier than that. Be out Sunday afternoon, October 5 and see.

FOR ALL

It is business we are all after. It is patronizing home this paper has always advocated. Advertisers want business and they want to place their ads where the largest circulation is. They want their ads read. The Eagle reaches nearly every home in and around Vernonia, where business comes from. It is the readers who patronize our business houses. The Eagle subscription list is growing every day, as the community grows. The Eagle is for everybody and is not run for spite work, and its columns are open for all.

DISCUSS PLANS FOR LOOP ROAD

Representatives from three counties met in the Hillsboro Chamber of Commerce Monday evening to discuss plans relative to the proposed double loop highway which, if completed, will furnish a short cut from Portland to the Coast by way of Forest Grove and Vernonia of approximately 75 miles. G. O. Brandenburg and W. O. Dunn, manager and president of the Oregon Automobile association, were present at the meeting and stated that the association was back of the movement and hoped to see it materialize.

Many advantages of the new route by way of Vernonia and Timber were set forth, such as the high quality of scenic beauty which skirts the road between Forest Grove and Vernonia and the many camping spaces which are available in the thick wooded sections in this vicinity, the fact that the road over the greater part of the distance has already a graded roadbed, fishing advantages in Gales Creek as well as swimming in the clear mountain water which runs parallel to the road for half the distance this and the fact that there are no railroad crossings, thus eliminating wrecks from one of the most outstanding hazards.

It was also pointed out that a double loop between Portland and the beaches would be a safety measure as far as motorists are concerned, as the present road to Astoria during the summer season is crowded, resulting in innumerable wrecks by week enders trying to cut down the time on the road that they might have more hours of pleasure at the ocean resorts.

Columbia and Tillamook counties already have designated the route as a county way and it remains only for Washington county to take official action so that work may be begun in earnest.

NEW ATTORNEY FO VERNONIA

Eugene E. Marsh is a recent arrival in Vernonia to decide on locating. Mr. Marsh is a young practicing attorney with considerable experience in eastern Oregon, and he comes to Vernonia very highly recommended. He will establish offices for the present over Kingsley's old store at the corner of Third and Bridge streets. Vernonia Welcomes him.

MORE STORAGE FOR LOGS

The Oregon-American Lumber Co. has just completed installation of a Willamette electric donkey for decking logs on the south side of the mill pond for the purpose of providing log storage for winter operations.

Chet Lintner, who has been doing engineering work with the O.-A. Co. here for over a year, has resigned his position, and we hear, will go to the S. P. & S. railroad company.

CATHOLIC CHURCH

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

GRAND OPENING OF BIG GARAGE BUILDING

Entertainment Given by Gilby Motor Co. in New Concrete Building 85X125 Feet

The "Grand Opening" of the Gilby Motor Co. is advertised for Saturday night, October 4th, and the company will entertain all visitors that night with a free dance and special selected music. The building is one of the largest and best in the county, and on opening night they will have on display new models of cars of various makes, turning the part of the evening to an "Auto Show" of some importance. Every one in the county is invited to come to Vernonia that night, and the Garage people will be all smiles and on the entertaining committee. Vernonia will welcome the new enterprise to our thriving city.

VERNONIA CHAMBER OF COMMERCE

The Vernonia Chamber of Commerce has been recently reorganized and a campaign started which is expected to raise the total membership to 200. E. H. Gilchrest was elected president and Lester Sheeley, Secretary, for the balance of the year of 1924.

Increased interest is being manifested in the forum luncheons, with the result that more than 40 members were present Monday, September 15. This Chamber has discontinued the luncheons for a few months, but due to the impossibility of meeting at night they were started about a month ago with instant success.

Our Publicity Committee has recently published a 12-page folder of Vernonia and the Nehalem valley, samples of which has been sent to practically all of the commercial organizations of the state. This folder which is somewhat different than any thing formerly used for publicity purposes by our organization and is the product of the State Chamber's Publicity Department.

The Loop trip by the way of the In and Highway from Portland to Astoria and the Clatsop beaches and return by the Columbia River Highway, is proving an attraction to thousands of tourists, as shown by the congested condition of the roads through Vernonia during the week ends.

The municipal sewer system is under construction and will be completed this fall, according to the city engineer. A filtering plant for the water system is also under construction, which will make the local water supply one of the best in the state.

GALES CREEK AS ROUTE FOR ROAD

Steps have been taken, following a meeting of the Inland Double Loop highway club at Hillsboro Monday night, to designate the Gales Creek road as a county highway, looking toward its connection with the Wilson river road in Tillamook county to form a new through route from Portland to Tillamook and the ocean. Representatives of the county court were present and expressed interest in seeing the road completed as soon as possible.

George O. Brandenburg, president, and Secretary Dunn of the Oregon State Motor association also were present and declared themselves "first and last" for the Gales Creek route as a highway to precede establishment of other routes, such as the proposed way through Banks and the other. Tualatin-Trask river route. Those interested in the latter road declare their route would be much shorter than any other and would serve a larger territory.

Work is already under way in Washington county to put the Gales Creek route in condition for hard sur facing so that it will be ready when the state takes it over. Tillamook county already has designated the Wilson river route as a county highway to connect with the Gales Creek road.

The Washington county court was influenced in its decision in the matter by the fact that the cost of putting through the Gales Creek road would be only a fraction of the cost of other routes. The proposed road is free from railroad crossings and is one of great scenic interest.—Forest Grove News-Times.