

A STUDY IN OIL

As a result of the extensive advertising campaign recently launched by the Standard Oil Company in the marketing and distribution of their new Winter Grade Gasoline a great deal of public interest has been shown in the manufacture of this new product.

It is our object to furnish our readers with first hand information relative to any news of interest and we therefore had an interview with Mr. C. C. Clay, the local representative of the Standard Oil Company, and he had the following to say:

"The Standard Oil Company is now offering the motoring public the very best grade of gasoline ever manufactured. This new Winter Grade product is not only a quick starting gasoline but it also embodies the very essential qualities required of a high grade fuel."

It might also be of interest for you to know that Mr. A. L. Strout, of the Manufacturing Department of the Standard Oil Company is at the present time making exhaustive distillation tests in order that the Standard Oil Company may be assured that their objective is being reached, or, in other words, at the points of manufacture certain high standards have been set that the new Winter Grade Gasoline must reach. Therefore, distillation checks are made to assure the Standard Oil officials that the gasoline now being marketed to the consumer is the very best gasoline the motorist can purchase anywhere and that it contains all of the important qualities of an evenly balanced gasoline—being a quick-starting fuel with smooth, rapid acceleration, giving 100 per cent power and maximum mileage.

The particular work of this representative is to see that the gasoline served to the consumers in this district meets with the specifications

established by this company and existing at the points of manufacture in El Segundo and Richmond, Cal.

It is the Standard Oil Company's aim to see that the motoring public is provided with the best grade of gasoline it is possible to produce. The Winter Grade Gasoline is an entirely new product, being a straight run all refined gasoline with a continuous chain of boiling points, and it is not a blended or mixed gasoline but the result of an extensive study of the operation of automobile engines running under various temperature conditions.

The Development Department, of which Mr. Strout is a representative, has some of the most extensive and completely equipped laboratories in the U. S. In this department is a products testing division equipped with dynamometers particularly for the purpose to test motor fuels and motor lubricants.

A close study of the various districts served by the Standard Oil Co. disclosed that in the northwest, including Oregon and Washington in particular, the climatic conditions are such during the winter that a special motor fuel is desirable. In the development of this new motor fuel, a product has been produced that will start and operate under the colder conditions existing during the winter months in a way as closely as is practical to the operation of the engine on regular Red Crown gasoline during the summer season. This has been accomplished in the new Winter Grade Red Crown gasoline without the sacrifice of power or mileage, without an increase in the tendency to detonate and with a minimum of crankcase dilution.

The Standards of inspection and control established in the Standard Oil Company refineries are so well maintained that the high quality of Red Crown Gasoline can be absolutely depended upon, always and every-

where. Whether you will fill your tank at a service station in the city, or stop at a lonely garage in some isolated country town off the main routes if travel, the gasoline that is sold at the "Red Crown" sign or that comes out of the red, white and blue pump is always uniform, always reliable.

Immediately after the newspapers carried the advertisements announcing this new product, dealers everywhere experienced exceptional increases in their gasoline sales, and the big demand by the motoring public made it necessary for the Standard Oil Company to press into service every available piece of their delivery equipment in order to supply all their dealers with this new product.

The demand for this gasoline—which is already felt—is a strong indication that a special product to meet specific winter requirements, has been a long-felt need.

STAGGERING FIGURES

The arrival of bad weather, and in many sections terrible road conditions, does not mean that the automobile is to be locked in the garage for the next few months. There will be hundreds of them in use around Vernonia just the same as if we were still in the midst of "the good old summer time." But driving dangers will be greater and chance of accident more frequent; the demand for adjustment and care comes with the winter months. Uncle Sam will send out his report for the year very shortly, and it will show more than 20,000 killed and over 675,000 injured in auto accidents in 1924. It will show that auto accidents of all kinds entailed a total loss of \$600,000,000 in the U. S. this year. Think those figures over before you again get in your car, and consider the fact that fully 80 per cent of that vast money loss could have been pre-

Skaggs United Stores

No. 225
VERNONIA, OREGON

The "LEAD" conceded SKAGGS' STORES in the business of selling groceries is by no means an accident. Our organization, our sales volume and purchasing advantages are much greater than most concerns, our sales per store unit and per man unit are many times those in ordinary stores.

The economic advantages that are so largely responsible for SKAGGS' PRICES were not acquired by accident or "good luck", but by practical application of a thorough knowledge and wasteless store management, long hours of hard work and a willingness and genuine desire to serve.

These factors distinguish SKAGGS' STORES, distinguish SKAGGS' SERVICE and distinguish SKAGGS' PRICES from the ordinary.

IN THE GROCERY DEPARTMENT

CEREALS		20 pound tins Hills Bros Coffee		Macaroni and Spegetti, 3	
Carnation Oats, premium package	38c	at	\$10.00	pounds	25c
Kelloggs All-Bran	20c	1 pound tin	57c	Crescent Baking Powder	
Olympic Wheat Hearts, per package	25c	2 pound tins	\$1.11	1 pound	35c
"Aunt Jemima" Pancake Flour, Small pkg.	18c	4 pound tins	\$2.19	3 pounds	90c
Large package	43c	Grape Fruit, 3 for	25c	Van Camps Grape Fruit No. 1 tins	10c
Cornflakes and Post Tosties 3 for	25c	Mixed Nuts, per lb.	23c	Northern Spy Apples, per box	\$1.25
Bulk Tapioca, 2 pounds	25c	Federal Milk, 11 tins	97c	Perfection Sodas, No. 5 box at	48c
Bulk Lentils, 2 pounds	25c	Citrus, 2 packages	48c	Snowflakes, No. 5 box	69c
Fresh Bulk Dates, per lb.	14c	Old Dutch Cleanser, 3 for	25c	Grahams, No. 5 box	72c
Fame Corn, very fancy paks 2 tins	45c	Holly Wreathes	98c	Citrus Peel, per lb.	58c
5 pound fancy Gift Chocolates in Holly box	\$1.69	Loose Holly with Berries per 1 pound	55c	No. 1 Grade Bulk Coffee, per Pound	45c
				3 pounds	\$1.29
				No. 4 Grade Bulk Coffee per pound	35c
				3 pounds	\$1.00

OUR MEAT DEPARTMENT

With highest quality of Government inspected Meats and selling to you for less money.

For Saturday

Choice cut of Pot Roast	14c	Hamburger, 2 pounds	24c	Nice Lean Sugar Cured Bacon pound	28c
Boiling Beef, pound	10c	Pork Roast, pound	16c	Picnic Hams, pound	16c
Prime Rib, Rolled, pound	20c	Pork Steak, 2 pounds	35c	Hams, pound	25c
T-Bone Steak, pound	23c	Bacon Back, pound	21c	Pure Lard, 2 pounds	39c
Loaf Steak, pound	22c			Compound, 2 pounds	33c

We will have a good supply of Turkeys, Geese, Ducks, and Chickens for Your Christmas Dinner. See them before buying elsewhere, the price will be reasonable.

CHANGE TO Quick Starting "RED CROWN" AND FEEL THE DIFFERENCE



Fill your tank with Red Crown and press the starter button~ you'll feel the difference



Fill your tank with "Red Crown" and press the starter button—you'll feel the difference. Drive for a day—or a week—and then look at your gasoline gauge—you'll see the difference. Keep track of your gasoline cost—you'll save the difference.

Fill your tank with "Red Crown" at any red, white and blue pump in town—"in every way a better gasoline."

- Walker and Brown Vernonia, Oregon
- Vernonia Brazing & Machine Works Vernonia, Oregon
- Chas. Callandine Vernonia, Oregon
- Gilby Motor Company Vernonia, Oregon
- Square Deal Garage Vernonia, Oregon
- C. O. Thomas Vernonia, Oregon
- Riverside Confectionery Vernonia, Oregon
- Mist Garage Mist, Oregon
- W. H. Bridges Mist, Oregon

STANDARD OIL COMPANY (California)



QUICK STARTING 100% POWER

vented. Think them over—they ought to be strong enough to make you even more careful than you have ever been in the past.

WHAT WOULD YOU DO?

When you want your neighbor and his wife to come to your house for dinner what do you do about it, Do you get the dinner ready and spread all the good things on the table and then sit down and wait for them to come? Certainly not. You first send them an invitation to come and partake of the good things you have prepared for them. Even in business, people want to be invited, or to know that you want them, before they visit your store. People are people in one place the same as in another in this respect—they like to trade with those who invite them. They want to be sure of a welcome in advance. They want to know beforehand that the business man has planned for them, and that he has something for them that is worth their time, their attention and their money. Your advertisement in your home-town newspaper is the invitation the men and women of this section are waiting for, and if you want to be sure they will come to see you, then be sure that you invite them.

SUMMONS

In the Circuit Court of the State of Oregon for Columbia County. Bank of Vernonia, a corporation, Plaintiff, vs. J. J. Edwards and Mary Edwards, his wife, Defendants. To J. J. Edwards and Mary Edwards, his wife, the above named DEFENDANTS:

IN THE NAME OF THE STATE OF OREGON: You are hereby required to appear in the above entitled court, and answer the complaint filed against you in the above entitled cause, on or before the 31st day of January, 1925, said date being after the expiration of six weeks from the date of the first publication of this summons; and in the event you fail so to do, the Plaintiff will apply to the court for the relief prayed for in its complaint, to-wit: that the Plaintiff be decreed and declared to be the owner in fee simple, and in the actual possession of the following described parcel of real property situated in Columbia County, Oregon, to-wit:

All of Lot numbered One, in Block Six, in the town (now City) of Vernonia, in said County and State;

And that you and each of you and all persons claiming by, through or under you, be forever barred and precluded from claiming or attempting to claim, asserting or attempting to assert any right, title or interest in or to said property, adverse to the interest and ownership of the Plaintiff therein and thereto; that the title of the Plaintiff in and to against all of your claims and demands.

THIS SUMMONS is served upon you by order of the Honorable J. A. Eaking, Judge of the above entitled court, made, rendered and dated on the 12th day of December, 1924 which said order directs that said summons be published in the Vernonia Eagle for six consecutive and successive weeks, the date of the 1st publication thereof being Dec. 19, 1924, and the date of the last publication thereof being January 30th,

1925, and that you appear and answer said complaint on or before January 31st, 1925.

HARE, McAlear & Peters Attorneys for Plaintiff Resident Attorneys, State of Oregon Post Office Address, Shute Savings Bank Bldg. Hillsboro, Oregon.

VERNONIA MAN HAS MESSAGE FROM KING OF SPAIN

Lester Sheeley, secretary of the Chamber of Commerce, has just received a cable from Alphonso XIII, King of Spain, thanking him for an invitation to the entertainment to be given by the Chamber of Commerce on December 29th. His Nibs says that the revolutionists and the Asiatic situation have been already in hot water and he is not allowed to go out, otherwise he would surely attend. His message was signed "You Know Me, Al."

Emmott & Culver

VERNONIA MEAT MARKET

WE GUARANTEE OUR BEEF TO BE CHOICE PRIME STEERS

Specials For Saturday

Choice Roasts	14c-15c lb.	Sliced Dried Beef	50c
Boiling Beef	10c-12 1/2c	Dry Salt Pork	18c-22c
Fresh Beef Hamburger	15c	Sugar Cured Bacon	20c-25c lb
Fresh Pork Hamburger	20c	Weiners and Bologna	18c
Pork Link Sausages	25c	Mince Ham	20c
Steaks	23c	Fresh Whipping Cream daily at	35c pint
Pure Open Kettle Rendered Lard, 5s	95c	We carry a full line of fancy Cheese.	
10s	\$1.85	All kinds of fresh Fish on Thursday, Friday and Saturday.	
Bulk	20c lb		

We will have a nice selection of Xmas Poultry, Please leave your order early.