

# After Invoice===New Prices for Jan.

We offer Startling, Low, Sale Prices on a Store Full of the best quality and New Stock in  
**Groceries, Dry Goods and Shoes**

**READ, COMPARE, COME IN AND SAVE DOLLARS**

We are determined to Merit this Business---You can't out-sell The M. Ellis & Company Store  
**SERVICE, QUALITY, PRICES**

### GROCERIES

Flour, Pure White, Hard Wheat, 49 lb. sk	\$2.19
Sugar, 14 pounds	\$1.00
White Wonder Soap, 27 bars	\$1.00
Milk, 11 cans	\$1.00
Dairy Milk, 1 quart	10c
Peaches, gallon	75c
Peas, can	16c
Apples, box	\$1.50
Coffee, bulk, 5 pounds	\$1.95
Portola Sardines, large can	15c
Oregon Milk, case	\$4.25
Wesson Oil, pint can	29c
Blue Jacket Sardines, can	9c
Sea Lion, can	5c
String Beans, Pride of Oregon, can	16c

Shilling Baking Powder, can	39c
Monopole Catsup, bottle	20c
Navy Beans, California Extra Fancy, pound	11c
Navy Beans, Oregon, pound	9c
Citrus Powder, large package	27c
Argo Starch, box	10c
Snowdrift, 4 pound can	95c
Snowdrift, 8 pound can	\$1.85
Cocoa, 4 pounds	25c
Honey, Pure Clatsop, per quart	65c
Honey, Pure Clatsop, per pint	34c
Cheese, 2 pounds	58c

### DRY GOODS

Men's Shoes, pair	\$2.95
Ladies Shoes, pair	\$2.19
Mens Blue Devil Work Shirt, each	69c

Outing Flannel, 27-inches wide	19c
Outing Flannel, 36-inches wide	26c
Sheets, size 81X90	\$1.75
Apron Gingham, yard	17c
Serge Dresses	\$6.95
Army Blankets, each	\$2.69
Blankets, 64X76, each	\$2.75
Blankets, 68X80, each	\$2.95
Blankets, 64X76, each	\$2.50
Wool Sweaters, Mens and Ladies	\$4.95
J. & P. Coats Crochet Cotton, ball	10c
Sewing Thread, spool	4c
House Dresses, each	95c

## "THE PEOPLES STORE" M. ELLIS & COMPANY

M. MURRAY, Manager

New Fire-proof Building. Next Door to Silver Fox Pharmacy.

VERNONIA, OREGON

#### MIST NEWS

Interesting Items from Dairy and Farm Center, Adjacent

Mrs. J. O. Libel and two daughters, Misses Fay and LeOra, were Portland shoppers several days last week.

Geo. Turner and Earnest Lane went up on the Burn to work for the Turner Shingle Mill which started operations the first of this week.

"Shady" Lane motored up to Vernonia Saturday evening.

Louis Wiegstrom and family returned to Buster Creek Thursday, after spending the holidays at her father's, James Hill.

Funeral services were held in the church here Thursday afternoon over the remains of J. W. Holmstrom.

The body was sent to Portland for burial which took place Friday.

Mrs. Elsa Knowles and daughter, Miss Agatha Emmons were Seaside visitors a couple of days last week.

Vernonia sightseers Tuesday were Ed Reynolds, Carl Brooks and Geo. Jones.

Mrs. Fred Mamsey is sick with the small pox at present.

Mrs. Wm. Bridgers is able to be about her duties in the store again.

Several members of the J. O. Libel family are sick with the gripe.

There was preaching in the church Sunday.

"Shady" Lane went up to fire for the Berkenfeld Logging Co.

The Reynolds family were radio

guests of the Wm. Bridgers family Tuesday evening.

Walter Wagner and son, Jewell, returned from a two week's vacation last week. Mr. Wagner's brother returned with them for a visit.

Fred Wilson motored down from Portland last week for a flying visit at the J. O. Libel ranch.

Mrs. Cameron, who is house keeper for E. T. Wallace, made a trip to Portland the last of the week.

Austin Dowling made his usual weekly trip to Astoria for a truck load of freight for Wm. Bridgers last Monday.

#### AND IT SOUNDS TRUE AND DEMONSTRATED IN EVERY TOWN

DID YOU EVER STOP TO THINK?  
By E. R. Waite, Sec. Shawnee, Okla., Board of Commerce

That newspaper are the proper advertising mediums for places of amusement.

That theatres that are successful can place credit for most of their success to newspaper advertising.

That it has not been the spasmodic advertisers, but the steady advertisers who have made their business a success.

That the same rule applies to the druggists.

That good advertising of their business has made regular customers out of prospects.

That some of them spend too much time worrying about somebody else's business. If they would spend that lost time in improving their own business they would enjoy a better business.

That some druggists think advertising does not pay. That class should see a brain specialist and have their "think tanks" repaired.

That abusiness concern who loses the confidence of the public is just getting the reward that the public usually gives a business concern that is not entitled to its confidence.

That the public will soon get the "goat" of the merchants who are not progressive enough to advertise their business. Just as they will the mer-

chant who advertises quality goods and then hands them cheap goods at quality prices, with a lot of "bull" thrown in gratis.

Non-advertisers are simply staying in the background, forgotten, while the progressive advertisers are getting the business.

L. H. Detrow was transacting business in Portland the first of the week.

We are not a crank on prohibition but we do believe in the enforcement of the prohibition laws for more than one reason. There is undoubtedly less consumption of intoxicants and on this account there is a better market for legitimate manufactured goods and grown products, the sequence being better wages paid and more of an eight-hour day. But there is a better reason than this. The old days of the sale of liquor could not be repeated with safety during this automobile age. The loss of life would be far greater than what it is, and at present moonshine plays quite a factor in the number of auto accidents and deaths. We are now practically a sober race. Let us remain one legally. It is true that

many consider that they have been deprived of a personal privilege, but in this respect do not think of others, including wives and children and the building up of America's physical manhood and character. Prohibition

is not a failure even if intoxicating liquors are still sold in the land and illicitly manufactured, but it is gaining ground as evidenced by the squeals of those engaged in the traffic.—Woodburn Independent.

### SEASONAL SPECIALS

32 INCH GINGHAM	LENGETTE 45c
23c	Yard Wide, Popular Shades
Wide range of colors and designs	ARROWHEAD HOSE FOR CHILDREN
	30c — 35c — 40c
COLLEGE GIRL	BLACK, BROWN ELKSKIN FOR BOYS
CORSETS	BEARSKIN BRAND
1/2 PRICE	35c
Style to suit all types	They don't wear out

Some of these winter days are rather punk, everything seems to go wrong, nothing right. That's where we have a chance to shine folks, serving you and the community with good things to eat, fresh fruits, vegetables, canned delicacies, and other good foods. Let us help you plan a change in menu.

### GROCERIES

Sugar, 100 pounds	\$7.65	Bordens 11 cans	\$1.00
Eggs, dozen	55c	Dr. Phillips Grape Fruit, guaranteed, 3 for	25c
Bananas, 2 pounds	25c	Large Oranges, real sweet at	2 doz. 60c
Large can Tomatoes	15c	Cornflakes, 3 for	25c
7 for	\$1.00	Honey, pure	15c
Fancy Pack Okra, can	20c		
Grits	18c		

FREE GROCERY DELIVERY

## KINGSLEY'S

OWNED BY PEOPLE WHO LIVE IN VERNONIA

**January Prices  
Now in Effect  
SMITH FURNITURE CO.  
NEW AND SECOND HAND FURNITURE,  
STOVES AND RANGES  
Some Exceptional Bargains  
Smith Furniture Co.  
Bridge Street---Near Depot**