

MOUTHPIECE of the NEHALEM VALLEY

COLUMBIA COUNTY

Advertising Medium of a Big Pay Roll Community

THE PACIFIC NORTHWEST

You That Are Discontented Read the Truths as Published Over the World by the Three Big Railroads—The C. B. Q., N. P. and G. N.

"The richest people in the world invite you to share their wealth. "The people of the Pacific Northwest—the richest folks on earth! They don't all live in mansions—but they have a wealth of something far more precious than money can buy. "They have better health, a wonderful country to live in—and happiness. Life means more to them—not only because they enjoy it more from day to day, but because it offers them a larger chance to get ahead. And so they are more prosperous too.

These Are Real Riches
"People in the Pacific Northwest live in a natural wonderland. They have the mountains and the greatest scenic beauty in the world at their front doors. And they get out into it and enjoy it.

"They have a delightful climate—or, rather, several delightful varieties of climate. On the coast roses bloom the year round. Inland the winters and summers are tempered by the mild Chinook winds and the cool altitudes. Wherever you go, you will find a climate pleasant, invigorating and healthful.

"The morality tables rate the Pacific Northwest the healthiest group of states in the country.

"There are no better schools anywhere. The roads are among the finest in the country. Pacific Northwest cities are models for cleanliness sanitation, up-to-date planning. They have the best of homes, churches, theatres, libraries, hospitals—everything that makes life freer and better.

The Larger Chance
"In the Pacific Northwest the per capita income is considerably higher than the average for the nation. Twenty-four per cent more of the people own their homes. More of them own automobiles. They spend much more per child for education. In the past ten years their savings deposits have trebled.

People are more prosperous in the Pacific Northwest because the chance to get ahead is greater. They must work for what they get, but their opportunity is larger. The great natural wealth of the Pacific Northwest, together with its swift growth, create this opportunity. Consider these facts:
"In the past two decades the Pacific Northwest has grown more than three times as fast as the nation. Between 1900 and 1920 the population increased from 1,429,271 to 3,313,167. In other words, it more than doubled.

"The Pacific Northwest has the greatest reserve of standing timber in the United States. It has more than half the nation's water power resources. It has millions of acres of the world's richest farm, fruit and stock lands. Its mineral riches are almost illimitable. Pacific Northwest ports handle more ocean commerce than all the rest of the Pacific Coast ports combined."

TO DRILL FOR OIL AT BUXTON

According to unofficial reports received late yesterday afternoon, the men interested in the oil project between Banks and Buxton, under the management of Dr. R. W. Miller, will start action at once, and by Tuesday of next week will have rigs on the spot designated by their geologist as a likely place to strike oil. Although this word was not received directly from Dr. Miller, it was understood in Buxton yesterday that two out of four men withholding their names from the leases have signed and work will start immediately. The exact location of the site for boring is not known at the time of this writing but will be made known within a few days if the report received is authentic.—Banks Tribune.

MRS. HAYES ENTERTAINS

Mrs. E. E. Hayes and Mrs. J. E. Cropper were joint hostesses at a card party Tuesday afternoon of last week at the Hayes home on Millview where thirty guests present. The prizes were won by Mrs. Marshall and Mrs. Garner.

HAVE BEAUTY SPOTS PREPARED FOR CROWDS

Clean Up Vernonia and Provide Auto Parks

Although it will be some time yet before the harbingers of spring will awaken us to the approach of another touring season, yet this is not too early for us to begin putting our house in order in anticipation of the host of visitors we will be called upon to welcome during the summer of 1925. In fact, now is the time we should be laying our plans for the entertainment of the unprecedented thousands of guests we may expect during the coming season.

That the coming summer will mark the greatest influx of tourist visitors the state has ever experienced is a foregone conclusion. The fact that Portland itself will be called upon to play host to more than a score of national conventions is in itself a warning that we must begin planning on an extensive scale in order that we make the best of the opportunity which will present itself. We must see to it that Oregon's charms are presented in the most effective possible manner. Every Oregonian must be taught the importance of knowing what his own state has to offer in the way of scenic attractions. Hospitality must be our watchword.

Truly, the summer of 1925 will be Oregon's opportunity to sell itself to the nation. While Portland will be the objective of many thousands of convention visitors who will be attracted hither, yet in these days of automobile transportation it is to be expected that a great many of those who come to us will make a trip by motor car and their visit will be more in the nature of a summer vacation trip than otherwise. The state as a whole will reap a benefit from their coming.

Never before have we Oregonians had the chance to capitalize on our wonders as will be presented during the coming summer. The thousands of pleasure seekers who will be attracted by the various conventions added to the normal increase in tourist travel will bring to Oregon such a horde of visitors as will cause even sunny California to turn green with envy. And if we in Oregon are awake to our opportunity and do our "stuff" like Californians do theirs, our visitors will return to their homes converted to the belief that the Oregon Wonderland ranks premier as a summer vacation land and will spread the word accordingly.

Anyone who has ever visited our sister state will admit that Californians are past masters in the art of salesmanship—that they are boosters one and all for their native land. Given the opportunity, with nothing more than a pot of drab paint and a bristle brush, and the average native son in depicting the wonders of his state will paint you a picture as colorful as a Navaji blanket. No landscape is so barren, no view so unlovely but that they can verbally transfigure it into a scene of exquisite beauty. They have a knack of convincing any stranger who crosses the boundary line into their state that he is paying a visit to Paradise. It is the boosting spirit that has made California the foremost tourist state of the nation.

As a summer vacation land, Oregon offers every thing that can be desired. Blessed as it is with a great variety of unsurpassed scenic resources, an ideal summer climate and a magnificent system of good roads, no other state in the Union can offer more in the way of attractions to the motor tourist. But as Oregon expects to capitalize on her wonders and become a real competitor with California for tourist trade, Oregonians must first be impressed with the importance of acquiring the boosting spirit. Every citizen should have a real knowledge of what the state has to sell and then appoint himself as a salesman.

Oregon may be likened unto a great store, with each and every citizen as a stockholder, and among the finest goods which we have on display on our shelves are our superior scenic attractions. Other states may have grain and fruit and lumber in as large quantities and of as good quality upon their shelves as we have, but no other state has a Crater Lake, a Mount Hood, an Oregon Caves or a Columbia River Highway. And it is for this very class of "goods," to carry the figure of speech further, that an ever increasing number of customers, in the way

of motor tourists are coming to Oregon.

For years we have been looking forward to the fact that within the boundaries of our great state are some of the greatest natural wonders and the most splendid summer resort sections to be found anywhere in the world. We have expended many millions of dollars in the highway system in order that our wonders might be made accessible to motor vehicle traffic. These good roads and the automobile have at last opened the way and now, almost before we realize it, Oregon is becoming a Mecca for the tourists of the nations.

In the matter of welcoming these tourists and in making their stay among us a pleasurable one, it is highly important that Oregon assumes the manner of a cordial merchant extending the hand of fellowship to all visitors in such a way as to impress them with the genuineness of our hospitality to the end that they themselves may be influenced to become boosters for the Oregon Wonderland.

Courtesy, attention and fair dealing are demanded by every tourist, just as you yourself would demand them if you were touring in another state. It is the duty of every citizen who comes in contact with the motor traveler to treat him with the same courtesy as he would extend to one of his regular customers. The tourist is a cash customer and he is entitled to every consideration. As a matter of good merchandising we must treat him fairly and make him feel that his patronage is appreciated. If we accord him the right sort of treatment he will prolong his stay among us.

The tourist is coming to Oregon. We have been wanting him and looking forward to his coming. Now is the time we should be preparing for his arrival. Let's make it a duty to meet him at the door and welcome him with a friendly smile and a glad hand. Let's do our "stuff" like Californians do theirs.—The Oregon Motorist.

DID YOU EVER STOP TO THINK?

By E. R. Waite, Sec. Shawnee, Okla., Board of Commerce

That some cities seem like cities of "neglected possibilities." That these cities are cities of opportunity, yet they often fail to seize the opportunities that present themselves.

That some cities are known as cities of "live-wires."

That in the "fact of serious and almost insurmountable obstacles, these "live-wires," with energy unsurpassed, transfer a near-dead city into a live, up-to-date, growing city.

That it takes this class of men to speed up the wheels of industry and commerce.

That "live-wire city boosters" always try to help the other fellow to get ahead. Their work is always constructive, never destructive, they always put their best toward the welfare of their communities.

That to have success means embracing opportunity.

That the road to success means the road of good "horse-sense."

That the glad-hand to the stranger has much to do with making his feel at home.

You can't ever tell about him, he may like the city and want to stay and start something worth while.

DELIGHTFUL AFTERNOON

Mrs. Will entertained the "Millview 500 Club" Thursday afternoon of last week. Mrs. Ruhl made highest score and Mrs. Barcus lowest. Those spending the afternoon at the Will home were: Mrs. Ruhl, Mrs. Barcus, Mrs. Hughes, Mrs. Anderson, Mrs. Davidson, Mrs. Schroeder, Mrs. Hayes, Mrs. Cropper, Mrs. Smith Mrs. Wharton, Mrs. Marshall, Mrs. Bleile, Mrs. Kennedy.

WELCOME HOME.

Mr. and Mrs. E. S. Cleveland returned home Monday from an extensive trip through Southern California, and a few weeks in Honolulu, T. H. Mr. Cleveland says he's glad to get back, and Vernonia is glad to have them. On the Islands he reports business fair, a goodauger crop, but says people are found there who are discontented the same as we find them everywhere. It was a fine trip and the Cleverlands thoroughly enjoyed it.

ADVOCATING MORE HOME OWNERS

Money from National Banks

WASHINGTON, Feb. 13, 1925.—Senator Stanfield of Oregon introduced in the United States Senate today a bill to establish a system of National Home-Loan Banks to be organized and operated under federal supervision for the purpose of making loans at low interest rates and upon favorable terms of payment to the people in securing and paying for homes of their own.

The Senator says: "The biggest thing our government can do in building American citizenship, and combating the destructive forces of Socialism, extravagance, unemployment and unrest is to aid men and women to secure homes of their own.

Everybody wants a home of his own.

Everybody wants Everybody to have a home of his own.

Everybody knows that Everybody having a home of his own is a better American citizen.

The men and women that perform the world's work are entitled to the best chance to secure a home the government can give them.

This is not perteralism, it is just the spirit of practical brotherhood woven into the fabric of better citizenship and better government.

The bill is fully constructive as the Federal Reserve System and the Farm Loan System have proven to be.

If this bill will do for the city dweller, the working man and woman, what the Federal Reserve System has done for the nation's banks and industry, or the Farm Loan System has done for the nation's farmers, it will be one of the most constructive pieces of legislation this Congress has considered.

The bill follows closely the Farm Loan System.

It provides for a National Home-Loan Board consisting of the secretary of the treasury and four commissioners.

This board is empowered to charter, regulate and supervise National Home-Loan Banks to be organized anywhere in the United States with a paid in capital not less than required of National Banks under the National Banking Act.

These Home-Loan Banks are empowered to make loans on improved residential real estate up to sixty per cent of its value; not to exceed \$10,000 in any one loan; payable in monthly installments over a period of five to fifteen years; at a rate of interest not more than two per cent above the rate paid by the bank on its bonds.

It provides for the deposit of securities with a Registrar and the issue of a tax exempt bond similar to the Farm Loan System through Joint Stock Land Banks, and proceeds to be loaned to home owners.

EVANGELICAL CHURCH

"If I Perish, I Perish" constitutes the subject matter of next Sunday morning's service. It will be in keeping with the season and some very vital and practical problems will be touched which should be of interest to parents and young people.

"Child Labor" and the proposed 20th amendment will be discussed during the evening service.

The Sunday School meets at the usual hour. Another special number is being planned by one of the classes. Young and old are invited to attend the classes.

The Christian Endeavor Society meets at 6:30 p. m.

Preaching services at 11.00 a. m. and 7:30 p. m.

A cordial invitation is extended to the public.

Wednesday evening the W.M.S. will give a silver tea in Social Hall. General invitation is extended to all.

ARE YOU FOR VERNONIA?

If so, then spend your money in this city. By so doing, the money will all come back to you again. The money you spend by shopping elsewhere will never come back to Vernonia, and it takes just that much money from our business circulation. You can't afford to shop elsewhere, then why not stop it? Help your own city to progress.

WASHINGTON SCHOOL PUPIL MET WITH ACCIDENT

Miss Mildred Alexander, grade school pupil of the Washington school met with an accident in front of the school, Tuesday, that might have been fatal. As school dismissed and a crowd of children were on the walk, Mildred, so it is reported, ran out in the street from behind a parked car and was struck by a passing machine and knocked down, receiving painful injuries. The Washington school is located on the main highway entering Vernonia, and the traffic is heavy—hence every precaution should be taken to avoid accidents. No cars should be parked in front of this school to hide the view of traveling autos.

SEARCHED THEIR CAR

Roland Treharne and Perry Harvey drove to the Auto Show last week, and left their car parked on a Portland street. Later when returning to the car Mr. Treharne discovered someone had stolen his new overcoat and Mr. Harvey was out a new pair of gloves. An expensive trip.

AN ANNOUNCEMENT

The trustees of the Evangelical Church wish to announce that the Social Hall of their church is open to all gatherings of a conservative nature and which are under proper organization. They object, however, to making it an open house. Use of the hall can only be obtained by permission of the manager who is the pastor. Further, while we have made no charges we expect each organization to pay their own expenses, viz: the light they use, the fuel they burn, their own janitor dues, etc. These are not church expenses but the expenses of those using it. The church has enough to do to pay her own bills and should not be expected to bear the burden of other groups. Just a little thoughtfulness and willingness to cooperate will suffice.

LET'S GET IN THE GAME

The base ball season will soon be here before we realize it, and Vernonia wants to "Get in the Game." We have one of the best ball parks in the state, and among our citizens is found splendid ball timber. We would like to see a strickly "All Home Team," making it unnecessary to hire outside players. A good manager should have complete "Say," and we have no doubt that Vernonia will be on the base ball map in earnest this summer. Let's Go.

Have that old style wedding ring made over into the latest style. Engraved in white or Green Gold at Kullander's Jewelry Store.

PARENT TEACHERS' TO MEET.

The Vernonia Teachers' Association will hold its regular monthly meeting at the High school, Wednesday evening, Feb. 18, at 7:45.

The following program will be ogered:

Piano Solo.....Amy Hughes
Talk "Care of the Teeth".....
.....Dr. M. D. Cole

Piano Duet—

Lois and Louise Malmeter
Talk.....Dr. Ella Wight
Violin Solo.....Walter Repass

All those interested in this organization are welcomed and urged to attend.

E. WHITE, Sec.

Some of the St. Helens K. P. members are expected to visit Harding lodge here Monday night, at which time work will be given in the Third Degree.

GOOD FOR ST. HELENS

A \$2,000,000 paper and pulp mill is to be built in St. Helens, work to start this spring. Hawley Pulp and Paper Co. and McCormick interests will put in th big mill. Good for St. Helens; good for their Commercial Club. This means from 300 to 500 more people for our thriving county seat.

Silver Tea next Wednesday at 2 p. m. Social Hall of church. Benefit affair—Missionary Society to be used on church fund pledge—Hostesses Mrs. Albert Parker, Mrs. Herman Greener, Mrs. A. D. Hall Everybody invited.

FEB. GOOD TIME TO CLEAN UP AND PAINT

Plenty if Room for Improvement in Health and Beauty.

We don't know of any better time to show a little pride in our town's appearance than at the present. There are plenty of little jobs to keep a man busy every day. Vernonia is so situated in this beautiful romantic vale that it can easily be one of the prettiest cities in Oregon. It takes work; it takes home pride and it takes leaders and men who are interested in appearances as well as the health of the community. Rock Creek, running through the center of our city should be one of the talked-of beauty spots of the state. But the sides of its banks are covered with boxes, paper, old planks, tin cans and trash—enough poison in one spot, visible to every passer-by, to kill the whole community. First street contains fallen tress, boards and a monument in the shape of a delapidated shoe-shine stand that has decorated the center of the street since last Halloween. Every few feet on Bridge street discloses a big plank. We are all careless in cleaning up. All can't paint their houses just when needed, but isn't it possible to at least pile up out of sight some of the unsightly signs of filth and dirt?

Old planks, boards, paper, boxes and the like can be burned. Cans and dirt can be boxed or buried. And, better still, we learn that a garbage dump has been secured where all such unhealthy small garbage and cans can be hauled. It is a city law; let's all help to enforce it. Third street approaching the post office needs a few paper cans for the disposal of discarded paper wrappers and envelopes. The alleys need attention where old counters, platforms and planks are stored. Wouldn't a clean town look pleasant and be better?

BAD CAMP ACCIDENT JOINING VERNONIA

At the Haines Camp joining town a bad accident occurred Tuesday evening. A car of logs "ran away." Several men on the train jumped, but Cass Bergersen and Wm. Haverman rode until the spill. Both men were hurt in the scramble of big logs. Cass Bergersen is in the local hospital with painful but not serious accidents and Wm. Haverman was taken to Portland Tuesday night by Dr. Sears and Al Repass. He is badly injured; feared at this writing he has serious internal injuries.

SUNDAY SERVICES

There will be preaching services again this Sunday, at the Rose Theatre, at 3 o'clock p. m. Everybody is invited, and you will sure be interested in what you are going to hear.

Styles to suit all types. Flouness and scalloped tiers for the slender miss. The yoke dress and the tunic dress that come in all sizes from 32 to 44. These new March Standard-Designer styles are now on sale at our Standard-Designer Pattern Department.

MILLER MERCANTILE CO.

FAREWELL PARTY

Mr. and Mrs. Vail will leave the last of the month for their home in Idaho. Last Wednesday evening as they were dinner guests of Mrs. Brendle, a surprise party was given them by fifteen members of the W. B. A. of which order Mrs. Vail is an active member. A splendid time is reported, only marred by the regrets of the lodge over the departure of the Vails.

The Chas. Malmsten home is free of sickness, the first time this year. It was a long siege and we are all glad they are well.

The W. B. A. held their usual meeting last Friday night. Talk of a coming program is under way, and fine results expected.

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.