

MOUTHPIECE
Of the
NEHALEM VALLEY

Vernonia Eagle

Advertising Medium
Of a Big
Pay Roll Community

Entered as second-class matter August 4, 1922, at the post office at Vernonia, Oregon, under the Act of March 3, 1879

VERNONIA, OREGON, FRIDAY JULY 24, 1925

Volume 3, Number 50

Paul Robinson, Editor and Owner

TOWNS SHOULD TELL THEIR BIG POSSIBILITIES

Oregon Claimed to be One
of the best States on
Pacific Coast.

ADVERTISING IS HELD
MORE THAN NECESSARY.

Large Amount of Money Is
Necessary to put State on
Equal Basis of Other
Coast States.

Small part of an address delivered by Herbert Cuthbert, Manager Publicity Department, Portland Chamber of Commerce, at the convention of the Pacific Coast Advertising Clubs, association, Seattle Wn., July 20-23, 1925.

Community Advertising a Necessity.

Few people will doubt the necessity of it. Our friends in California have spent and are spending some thing like \$1,000,000 a year in community advertising. Washington through its publicity funds in Seattle, Tacoma, Spokane, Bellingham and Everett, is also spending a sizable fund in advertising. Is there an Oregonian or a Portlander who will say, after giving the subject any thought, that Oregon should not have an advertising program along with the other sections of the Pacific Coast? Have we nothing to sell in Oregon? Have we not a state that will attract those who wish to visit, or contemplate residing on, the Pacific Coast? Are we to be silent about our resources, attractions and advantages when every other part of the Coast is placing their own advantages so explicitly, so continually and so determinedly before the people of the states. To any thinking man, then, the advertising of Oregon and Portland is a necessity.

We sometimes come across people who say they are against community advertising. We do not believe they are expressing their own convictions correctly. They may personally be against paying for such advertising. All of them believe in advertising in their own business but some of them think they should stop there. They do not realize that their own advertising would not be very beneficial unless the community was developing and progressing and that their business depends even more on the growth of the community advertising which creates an interest in, and promotes the development of the state or the city, has a direct and immediate effect on every man's business and this has probably been overlooked by those who are not sold on paying for community advertising.

We hope that this thought will sink into the minds of the business men and citizens not only of Portland, but of every other city on the Pacific Coast, and will stimulate a greater desire on their part to help finance an adequate community advertising campaign.

Benefits Summarized.

I can, perhaps, sum up all I have endeavored to say in this article in the following statement: that community advertising is as necessary for the upbuilding of the communities as commercial advertising is in the upbuilding of industry and commerce: that the results of this advertising so far have been greater than the general public have any idea of and that the money spent might greater benefits than spent in any other way: that our cities are to progress and that it is absolutely essential

CO-OPERATE WITH YOUR HOME PAPER

A mistaken idea with some people is that the newspaper is an individual proposition. If they don't like the editor they feel that they must knock the paper and stand in the way of its success whenever possible.

They do not realize that the local paper is just as much a part of the community as the schools, churches or anything else. The newspaper is different from any other business it is a community affair. It is for service to the people and not for any individual.

You may not like the editor and the editor may not love you any too well—but the paper is responsible, does just as much for you as the service rendered others. There is nothing personal with it; it is here for a purpose and that purpose is to do what good it can in every way and the greater the support of those it undertakes to serve the better service it can render.

It takes the people to make a good newspaper, and without the help of the people, no one can run a successful newspaper.—Eau Claire (Wis.) Leader.

VERNONIA HAS BIG BUSINESS

Vernonia is looking better from a business view point every day. Several things make for the steady improvement. The road work and city paving that is now being rushed new buildings, new mills and a general optimistic view by our citizens is all a stimulant toward business conditions. Last Saturday night it was almost impossible to find any parking room on our streets. Everybody was shopping, attending a show or a dance and glad to see so many people. As compared to many locations, Vernonia is busy a good town.

CUT-WORMS ARE DESTROYING CELERY

Twenty thousand celery plants were lost in one night in the neighborhood of Troutdale from the attacks of cut worms, the state board of horticulture announced yesterday. The situation is expected to become worse as the moths are laying eggs that will hatch next month. The earwig bait has proved effective, and the horticulture board has advised its use in the campaign against the worms.

Farmers on Sauvie Island said the worms were making great inroads against the new crop of hay there.

VERNONIA BOY SUES FOR \$50,000

Joseph Van Hoomissen, guardian for Harold Purney, 6, of Vernonia, Or., filed suit for \$50,000 yesterday in the federal district court against the Spokane, Portland & Seattle railroad as a result of the boy's having been struck by a train at Vernonia on April 3, 1925, resulting in the loss of his right arm.

A locomotive hauling a string of log trucks was crossing the street when the accident happened. It is alleged that there was no watchman at the crossing, nor any signaling device of any kind.

BAND WILL GIVE FREE CONCERTS

A free Saturday evening band concert from the band stand on Bridge street near Skaggs store will be the dominating entertainment as long as the weather will permit, commencing at 7:30 every Saturday evening. Do your Saturday evening shopping in Vernonia and hear the band.

Valuable road work has been done this week on the Vernonia Heights hill and on Rose avenue entering the city. Mr. Bergerson has these two strips in splendid shape. Considerable of the hill top has been removed and the excess dirt used to fill low lots adjacent.

Prize Ear



THAT "MONKEY TRIAL" AT DAYTON

JURY FINDS SCOPES GUILTY
SO WHY WORRY

Time and Worry Lost in Thought is
Small Matter, Compared in
Keeping Well Away.

Somehow we can't get all worked up over that "monkey trial" at Dayton, Tenn., where William Jennings Bryan is arguing that God made us and Clarence Darrow is contending that we descended from the monkey family. We've been asked our opinion on the subject by several well-meaning Vernonia citizens, but we just can't bring ourselves to take the thing seriously.

In the first place, there's too much to do in this old world to keep it moving along peacefully and prosperously to stop and argue about where our ancestors came from. It strikes us that the biggest thing we have to look out for is where we are going to. They have made a sort of circus of the question, and Dayton, Tenn., citizens are using every means imaginable—and some of them disreputable—to fatten their pocketbooks. The question of evolution has come to be a secondary matter—getting a dollar out of a visitor and selling stuff to the newspapers appears to be the prime object of the whole affair. And if they prove that man did come from monkey, then the monkeys will have much to be ashamed of when a lot of Dayton residents come to the day of judgement.

Don't try to urge us into an argument on this question. We are too busy trying to keep the wolf from the door to stop and argue over a monkey. And besides, as we said before, it means a lot more to us to figure on where we are going to than it does to try to figure out where we came from.

The volunteer fire department with their "red wagon" auto cart is always ready for any emergency. A few days ago the O.-A. mill conducted a practice fire drill and as soon as the whistle sounded the Vernonia boys were on their way to the mill property with the apparatus.

Mr and Mrs. F. M. Ruhl recently returned from a few days trip through Southern Oregon and Crater Lake. Mrs. Ruhl called to renew the Eagle this week and told us the lake and surrounding scenery ranks among the most wonderful in the country.

To the half dozen Vernonia wives who are away on a vacation, we would inform them that our town has a few mighty lonesome strange acting men, who hardly know what to do with themselves. You can't blame the women though.

EDITORS SEE LARGE DISPLAY OF MINERAL

MINERAL DEPOSITS MANIFEST
EDITOR'S MINDS.

Undreamed of Riches Shown Members of Editorial Association at Meeting.

The editors who attended the convention of the Oregon State Editorial association were given a surprise by the Southwestern Oregon Mining Bureau's display of high grade ore and gold nuggets.

Over \$5,000.00 in gold nuggets were on display, ranging in size from the finest dust to a nugget that carried fully \$300 in gold. There was also several small bars of gold bullion and some sponge that was also produced in one of the Josephine county properties.

The editors freely confessed that they had never realized the extent of this county's mineral wealth.—Southern Oregon Spokesman.

WILL BUILD NEW FIRE-PROOF BUILDING

The Northwest Trust company has purchased lot 1 in block 14 facing on Bridge street, Vernonia to be occupied by the Vernonia Light & Power company. E. L. Couch, local manager, tells us they will let the contract immediately for a hollow tile fire proof business building. This will be used by them as an office and electric store. They will carry a complete line of electrical goods, adding to their stock now handled in their present quarters.

A KANSAS SACK OF WHEAT

Kansas, the Sunflower state, of more appropriate, "The Wheat State," has a new and novel little advertisement. This week we received by mail a sack of wheat. This perfect sack is only two inches deep and full of wheat. On the sack is printed: "Kansas Grows the Best Wheat in the World—Kansas produces More Wheat Than any Other State in the Union, and is the Greatest Producer of hard winter Wheat of any political unit in the World."

Those Kansas Wheat Kings are wonders and a Kansan knows more about advertising than all the middle west states put together.

F. E. Malmsten has workmen busy on a nice new residence now being built on his lots opposite the Washington school and just west of their present home. It will be a modern house in all respects.

Mrs. Handley has been in Portland this week ordering new Fall Millinery and ladies hats for the early fall wear.

MORE PEOPLE ARE COMING TO OREGON

The past week has been a lively one for new settlers in the Land Settlement Department of the Portland Chamber of Commerce.

Marion county has reported 135 out of the state arrivals since January, and Lane county has submitted a like list of 36 since June 1st. Klamath county has just sent in the names of six farmers from Bishop, California, who have bought farms in that section of southern Oregon during the past month. Nine other new settlers have been reported into the department during the past week, making a total of 236.

This reaches the record of almost 1000 settlers reported through the Land Settlement department during its period of operation, the actual figures to date being 993.

Miss Melva Galloway is out from Portland, assisting in the bank for a few days.

VERNONIA BOY WINS MILITARY HONORS

Clarence J. Wardell, of Vernonia won signal honors at the citizens military training camp at Camp Lewis. He won the army medal for military excellence in his company and also won the medal offered by Dr. J. H. Flynn. The medal offered by the doctor is competed for by Columbia county boys only and is for excellence in military work and for the highest standing in all departments of the work, and the captain of the company and the colonel in charge of the camp are the judges. There were twelve boys from Columbia county and all of them were assigned to company D. Harvey Hembling and Jas. K. Burkhead, the two St. Helens members of the county's contingent, are expected home today.—Mist.

SUNDAY SCHOOL HAS COMMUNITY PICNIC

A big community affair was the Sunday school picnic for the public and sponsored by the Christian Sunday school at the Sheeley Grove last Sunday. Services were held and a very large crowd spent the day beneath those big, shady maple trees. Everyone was neighborly and happy and the children especially enjoyed the day. These community gatherings are a fine thing and the means of sustaining harmony and personal friendships that are for the good of the entire valley. Socialability is the space of life, without it we become a failure.

WHAT IS A BOY?

"He is the person who is going to carry on what you have started."
"He is to sit right where you are sitting, and attend to those things you think are so important when you are gone."

"He is going to sit at your desk in the Senate, and occupy your place on the Supreme bench."

"He will assume control of your cities, State and Nation."

"He is going to move in and take over your prisons, churches, schools, universities, corporations."

"All your work is going to be judged and praised or condemned by him."

"You may adopt all the policies you please, but how will they be carried out, depends upon him."

"If you make leagues and treaties he will have to manage them."

"All your work is for him and the fate of the Nation and of humanity is in his hands."

"So it may be as well to pay him some attention."

K. McNeall of the M & M Pharmacy and wife were in Portland this week. E. C. Jory was in charge of the store during their absence.

"Tex" Mills was a business visitor in Portland Tuesday.

Mrs. Wm. Asplund returned on Tuesday from a week's visit in Portland. Mr. Asplund says his wife got hungry and knew where to come

WHAT OCCURS WHEN ADVERTISING STOPS

Well Known Product of
Half Century Takes
Back Seat.

WAS WIDELY USED
PATENT MEDICINE

Company Cuts Out \$500,000
a Year Advertising Rate
and Faces Receiver ship
—Comeback Unsuccessful.

A generation ago "St. Jacob's Oil" was one of the most widely advertised products in America. It was a patent medicine enjoying enormous sales. When Charles Volger, the head of this business, died, an "expert" went over the balance sheets and saw the enormous advertising appropriation.

This "expert" trimmed the advertising expenditure to little or nothing, reasoning that St. Jacob's Oil was so well known that it was unnecessary to spend money any longer to advertise it, says the St. Louis Times. Orders dwindled as advertising contracts ran out; business departed, never to return, and it is safe to speculate that hardly one in 50 who reads this article remembers or ever heard of St. Jacob's Oil, one of the best known products on the continent 35 years ago.

A similar thing happened to James Pyle's "Pearline"—a company which used a \$500,000 advertising fund as far back as 1904 and was one of the best known products in the entire world. The ad fund was "looped off"; the business was dead. It tried unsuccessfully to make a come-back in 1914, and sold its plant for junk to a large soap manufacturer. Killing off the ad appropriation wrecked both of these prosperous businesses and it would do the same thing to almost any great advertising concern today.

BAND WILL GIVE SATURDAY CONCERTS

The Vernonia band has erected a new band platform on the lot west of Skaggs store; have placed seats for the public and will give regular Saturday evening concerts there. A large crowd listened to the music last Saturday night. For the age of the organization, the band is progressing in a splendid way. We are glad that nearly everyone in the city encourages the band with a good word and a hemraio etain good word and their moral support. It is a home institution that does it's best to please the population and charge nothing for their open air concerts. It is a good thing for the town and we certainly wish to them a lot of success.

SPORTS, STUNTS AND BIG BASEBALL GAME

Next Wednesday evening, beginning at five o'clock at the ball grounds, will be the big deciding ball game between the business men of the north side of Bridge street versus the business men of the South side. Among them are some good players and among them some vaudeville stunts will be pulled. Let's make it a big evening of fun. Take the family. The small admission fee goes toward the park fund and you'll get your moneys worth. Yell for your side.

The K. C.'s of Washington county versus the Vernonia ball team at the Vernonia Athletic field Sunday afternoon.