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VERNONIA EAGLE



Issued Every Friday.
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Advertising Rates—25c per inch, single column measure, each week. We collect for advertising the first of every month.

PAUL S. ROBINSON.
EDITOR AND OWNER.

The Original Home Paper, Standing for Progress, Fair Play, Home Patronage, Law Enforcement, Good Schools and The Home Beautiful.

All Accounts Must Be Settled in Full Every 30 Days

VERNONIA EAGLE

Splendid Schools

W. W. ESSELSTYN

M. A. ESSELSTYN

VERNONIA BOOK & ART STORE

Everything in Magazines Stationery, Pictures and Books—School and Office Supplies Art and Novelty Goods

We do Picture Framing of All Kinds

Editorial

Several more murders the past week. One down by Independence when a garage man was murdered because the murdered wanted the owners Ford. He will probably turn out to be crazy.

IS THIS FACT APPRECIATED

It means money for you and a good boost for Vernonia. The Vernonia Eagle has added 600 subscribers during the past three weeks; that is going some. 3000 eyes now see your advertisement in the Eagle. Keep your name before them each week—make it a household word! Advertising is talking to your customers and inviting new customers. Advertising rates in the Eagle are 25 cents per inch, single column measure each week.

SILVER ADVANCE MEANS EMPLOYMENT

EVERY penny advance in the price per ounce for silver means greater profits for hundreds of mining properties in the western states. The white metal is now selling at around 70 cents an ounce.

Ore bodies which could not be profitably mined with silver selling at lower figures can now be worked and this means prosperity for many states. There are few mines that do not produce some silver as a byproduct.

Mining is a bread and butter industry, and its prosperity to a great extent influences the financial status of Our Country.

It was an awful air disaster that of the buckeling up and falling of the mammoth American made airship "Shenandoah." The ship that cost two million dollars. Fourteen men met death in the plunge. Why will men keep on experimenting? The fowls of the air, the birds, were created to fly. The fishes were created to swim and live in the water. The beasts, animals, of which man is the chief, were created to walk or ride upon the earth. Would we defy the devine workings and plans set forth in the beginning? Yes man is never content and death is the result. Flying to the North Pole was a failure. Flying to Honolulu was a failure. Every day we read of like failures and death from experiments with air craft. The auto kills fast enough, but there are a great many more autos in every day use than air ships. Man had better keep close to old Mother Earth where he belongs.

Rev. Billy Sunday is the chief drawing card in Portland for the present and the big meetings will continue for six weeks. Billy Sunday is a money getter and he sure would have a good chance of getting the automobile if he were soliciting Vernonia Eagle subscribers in the auto contest. Besides getting the money, which is the main point with Billy, he is a splendid conversationists, and too, an orator, a public speaker, a spell-binder who drives his remarks home with gesture that have a first street Jew storekeeper backed off the map. Mr. Sunday is a religious man, in fact his nightly lectures would indicate that. We believe he is absolutely sincere and we believe he does some good. You will enjoy hearing him talk, and his hobby is the "Old Time Religion," where he calls a spade a spade and the devil the devil. The biggest objection to Billy is the slang he uses, but this is an age of slang, and perhaps his remarks reach home better when salted with modern slang. Our admiration is drawn to him for the originality of that slang. As a speaker Sunday equals former President Roosevelt.

A COFFEE STRIKE

SEVERAL months ago the price of coffee began shooting skyward in this country, and even now we are paying considerably more per pound than we were paying one year ago. But Vernonia coffee drinkers will be glad to know that a break is in sight, and that, according to a big eastern coffee merchant, it should come about as quickly as the advance came. Brazil controls the world's coffee market, and she shot the price up on a flimsy excuse—she doesn't relish robbery in any form. So when the price went up Americans here and there cut down a little in their coffee drinking reduction was figured, Brazil was loser. She was actually getting more money when the price was low, because more coffee was being used. So now, having learned her lesson, she is hunting for an excuse to shift the price back toward normal—and it is safe to wager that she will not be long in finding that excuse.

MUZZLING THE DOG

We thought so. Just about the time Americans acquired the "hot dog" habit, and every carnival and country fair and roadside stand began to popularize it and we had learned to forego cheese and crackers and bologna

and a lot of other truck for the toothsome "hot dog" here comes a doctor to declare that "they are ruining the stomachs and digestive organs of the American public." That's afine indictment to return against our new national dish, the nearest thing to a square meal that a dime will purchase. And just at a time when the joys of driving along a nice smooth pike lay in the fact that it was dotted every mile or so with a "hot dog" stand. But such is life. The things we learn to like most are sooner or later marked "poison" and put on a top shelf where we can't reach them. And all because we haven't yet learned that about nine times out of ten the fellow who want to make us believe that something isn't good for us is only trying to boost something else that he can get a profit out of.

THE WORD "DADDY"

Wonder if the average Vernonia man or woman really know what the word "Daddy" means to a child 4, 5 or 6 years old? To the boy, Daddy is an ideal, a man so skilfull that he can set the pace in any impossible game; so wise that he can build boats and slingshots and kites that soar high; so heroric that he can go out each morning into the big world and come back each evening without a scratch. To the girl daddy is the source of candy and dolls and nice dresses; the teller of stories that delight her; the big, strong man who catches her in his arms and squeezes her "most to death." He is her ideal, too—of manhood.

All around us as we go and come we see these little manifestations of child-life, but we don't think much about them. They are taken just as a part of our every-day life. Then there comes, through the columns of the newspaper, perhaps, a call from a little child whose father has strayed from home, and we begin to realize just how powerful Daddy is, and what he really means to someone. A few days ago we read of an instance of this kind, the case of a little Milwaukee girl who died of a broken heart because he Daddy had taken sick and "gone away." Her playmate, her child's ideal, was absent and she refused to eat or to be consoled. Impossible, you say, in a child of 4. No it isn't. Just multiply a few times the intensity of child love that you see about you right here at home, and you will have just that thing.

What does the word "Daddy" mean? Well—joined with the word "Mother" it means just about everything in the child's life, including at one end the material playmate and the other divine power and love.

THE HUMAN SIDE OF TELEPHONE SERVICE

THE writer was recently in a telephone station in a small mountain town. He had just placed a call for his office two hundred miles away. As he turned from giving the necessary information to the operator, a portly lady with a baby in one arm and two children holding her other hand, stepped up to the window and said to the operator:

"Do you know Dr. Black of Portland, Oregon?"

Naturally the operator did not, probably never having been in Portland.

But she said, "What are his initials?"

The lady with the children wasn't certain, but in a courteous manner the telephone operator started out to find Dr. Black in a city 250 miles distant. A few moments later, the anxious mother was telling her story to the doctor. In the meantime I had talked with my office and was on my way.

This incident, a daily occurrence at thousands of telephone stations, emphasizes the invaluable aid of the telephone in American home and business life. No people on earth use the telephone as do Americans, because no other country has such a telephone system.

GROWING SERIOUS

WITHIN twenty years, says a recent bulletin issued by the New York State College of Forestry at Syracuse University, paper, as it is now is made, will become too costly for ordinary use. Materials now considered of little value in the manufacture of paper will have to be used for the printing of newspapers, magazines and books. There are but two alternatives—either a good substitute for wood pulp, or a reduction in the amount of printed matter turned out—and the American public will never consent to the latter.

While some time ago lumber mills moved their chief operations to the Pacific coast and the South, some plants still exist in the East, with their raw materials being brought a considerable distance. Because their costly equipment cannot be readily removed, paper plants remain for the most part in New York and New England states, but each year the source of supply of wood pulp goes farther and farther into the north. In New York state it is said, only four companies have enough spruce forest to insure steady operation for ten years, and only one company is prepared for a twenty-year run. Should the Canadian government carry out its threat of an embargo on the exportation of spruce wood and wood pulp a large part of the \$200,000,000 investment represented in the American paper industry would be of little value.

Reforestation, the very thing we have urged for years, as citizens of Vernonia can testify, is declared by experts to be our only salvation. Otherwise 20 years from now may see us at the mercy of the world so far as paper for printing purposes is concerned.

VERNONIA

Population, 2000.
High School and Standard Grade School.
Pay Roll City—Mills, Logging, Farming, Dairying, Fruit, Vegetables, P. A. & P. By. Town growing fast.
On Inland Loop Highway Between

Portland and Astoria.

A Large Territory to Draw From.
49 Miles From Portland, 35 Miles From Forest Grove, 27 Miles

From St. Helens.

Many Opportunities in Vernonia.
Best Hunting, Trapping and Fishing in the Northwest.
An Industrial Center.



Waterman's Ideal Fountain Pen

A Waterman's Ideal Fountain Pen is a useful gift that always makes the boy happy.

We'd like to meet your youngster in our store and fit his little hand with a Waterman's. Yes, the clip fastener will hold the pen tight; he just can't lose it.

May we tell you all about the spoon-feed and Waterman's no-time-limit guarantee?

M & M PHARMACY

Vernonia Hotel Bldg.

Across from Gilby Motor Co.



NO COMPANY'S NOT COMING

If you drop a dish cloth, company won't come, save as a matter of coincidence. Popular superstitions like this are losing ground; so is the superstition that there is something mysteriously better about "eastern" motor lubricants, merely because they cost more and are made in the east.

The Right Way to Judge Motor Oils

More than ever, motorists are discovering that the test of an oil is not where but how it is made, and how it lubricates. That's why Zerolene—refined from selected western naphthenic base crudes—is today successfully lubricating more cars in the Pacific Coast states than any other oil made.

An Exclusive Process—What it Does

Lubricating qualities have never been more carefully or successfully preserved than by the processes used at Standard Oil Company refineries for the refining of Zerolene—the Zerolene high-vacuum process, the Zerolene process of filtration through 40 tons of Florida Fuller's Earth, the refineries' 15 positive checks for quality!

What Zerolene Will Do For Your Car

Zerolene will give your car better lubrication: it increases the gasoline mileage, reduces carbon-removal and maintenance costs and lengthens the life of any engine in which it is used. Why pay tribute to a superstition? Insist on Zerolene. Always ask for Zerolene by name.

Get the Facts!

A series of independent and impartial reports showing the experience of large users with Zerolene motor oil has been collected in our booklet, "Why Pay Tribute to a Superstition?" Ask any Standard Oil Company representative or Zerolene dealer for a copy.

Insist on Zerolene—even if it does cost less

STANDARD OIL COMPANY

(CALIFORNIA)

