

The Vernonia Eagle

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ADVERTISING RATES—Foreign advertisements 30c per inch; local advertisements intermittent 25c per inch; local advertisements regular 23c per inch; legal advertisements 10c per line first issue, 5c per line succeeding runs; cards of thanks 50c; classified advertisements 1c per word, minimum 25c, first issue, 15c succeeding issues.

THE LOCAL NEWSPAPER.

In spite of the fact that the metropolitan press now reaches into nearly every town and village in the country, the local newspaper in the United States is each year getting on a firmer foundation and becoming more and more useful to its home community.

It may be said that the day of the metropolitan newspaper is at hand. This is true, but it is equally as true that the day of the local newspaper is here too.

The metropolitan daily with its world-wide news, its comic sheets and its magazine supplements, while of course essential in our modern civilization, cannot take the place of the home newspaper. The very fact that the big city daily must cover a broad field forbids its becoming local in any sense, and it is in the local field where the home newspaper dominates and where it finds its true usefulness.

For, after all, it is the home news which is most important to most of us. We have the greatest interest in the community in which we live, and in the people who are our neighbors and friends. And it is the local newspaper which records the happenings of the folks at home, and in addition fosters the civic pride and progressive spirit of the community.

It is the home newspaper which boosts the town, year in and year out, which refuses to advertise the city merchants in competition with the local business men and which takes the lead in every enterprise which has for its purpose the upbuilding and prosperity of the community.

We frequently hear it said that the old time independent spirit of the newspaper is gone, that its editorial policy is now subservient to the business office. Yet this is not true. There is more unselfish idealism in the average local newspaper than in any other business enterprise. It frequently speaks out in the way which it believes will be for the good of the nation and of the community, regardless of what the consequences may be from a business standpoint. This is more than the average business man will do or can do.

Of course the local newspaper is now on a firm business basis. This is why it is improving from year to year, and why it is increasing its influence for good in the community. But the local newspaper is still the principal booster for the community, and it does its boosting often without any hope of material reward.

Unfortunate indeed is the community which neither appreciates nor supports its local newspaper.

BACK TO SCHOOL.

The open season for readin', writin' and 'rithmetic will be ushered in Vernonia with every boy and girl after the biggest game in life. Of course the boys had to say farewell to their baseballs and the old swimmin' 'ole, and the girls had to close up their summer doll houses, but then they would soon have become unseasonable and school days will bring other diversions just as intriguing. In school there are recess games and football as well as books and watchful teachers.

Than the first day of school there is no more fitting time to impress upon the minds of the young and of the taxpayers that the public school is a co-operative or reciprocal proposition. The taxpayers maintain the schools that they may develop men and women who will maintain the traditions and ideals of America. The school children should not forget that they are indebted to the taxpayers for this opportunity to acquire an education. When the taxpayer sees the many eager faces school-bound Monday he will not regret the dollars he gives to education, and when school days are over the boys and girls in school today will go forth just as eagerly into the world, grateful to those who made an education possible for them.

Sometimes it seems hard to pay taxes

and to study indoors when all of the outdoors is "crying out loud" for you, but if you doubt that it is worth it ask somebody who didn't have a chance to go to school.

TOWN PRIDE.

There is in many towns a conflict between people whose first thought is to make money, and those whose first thought is to make an attractive home town. The first named people are constantly seeing chances to make money through some kind of development enterprise. If such promoters lack good taste, they are apt to cut up real estate in an undesirable way, or erect flimsy looking dwellings, put up unsuitable business buildings or erect them in places where they injure the looks of the town. They may sincerely believe their projects help the town grow and are commendable.

These people are apt to show enterprise, and if they only had more sense of fitness and taste, they would do a lot of good. In a town where there is not much pride or community spirit, people of that type have things about their own way. They go ahead with their commercialized projects, and the town grows helter skelter and may never develop into a real homey kind of place.

But in a city with live community spirit, these money makers find that it pays to conform to a higher standard. They learn that the average run of people take pride in their community, and want it made attractive and beautiful. They realize that unless their developments are in keeping with the standards desired, their enterprise will get in bad.

They find that if they put up ugly houses, people are slow to buy or rent them and if they erect unattractive stores in unsuitable places, people may not patronize them. It is a pleasure to be able to say that on the whole excellent standards of taste have prevailed in the development of Vernonia. As a whole we have a city to be proud of, yet there is always room for improvement, and still higher standards.

PROPERTY THEN AND NOW.

Property is a relative condition. That is, the poor of today are more richly endowed with worldly goods than the poor of twenty years ago, although the one felt no poorer nor richer than the other. Many of this age who feel poor would be considered of better than moderate means by their corresponding class of two decades past.

Picture a boy of poor family in 1905: Home-cut hair, trousers made over from father's and then patched, patch-quilt shirt, sans shoes, stockings and underwear, happy with a penny or a marble, lucky to have darned stockings, baggy underwear and a frayed coat and cap for winter and compelled to work his way into the circus or for his infrequent ice cream sodas. And the poor of twenty years ago were content with such homely fare as beef stew, potatoes and rice. Parents then boasted of wearing the same suit or dress for ten years—it was fortunate for them their clothes were durable for they could not have purchased new ones.

And then there are the poor of the year 1925 who occupy the same social position as that family of 1905 just described. The new poor have shoes all around, on occasion they have the raiment to dress decently and comfortably, they have carpets on the floor at home and good furniture, the probability is a flivver or second-hand car of larger make is parked in the yard and cakes and pies are not strangers to their table.

Once the poor resented they could not quit work and still eat; now they complain because they must work to keep up the payments on the automobile, radio and mother's fur coat and save enough for next summer's tour.

The significant feature of an American banquet is the dry toast.

Some practice reading at regular night school, and some go to the movies.

Not so much the first cost as the accessories dent the pocketbook.

There is one difficulty about putting to death weak-minded persons. It might include too many.

A writer suggests 13 ways for a wife to lose her husband, but she might succeed, we suspect, without having to avail herself of all of them.

**Young At 60,
Or Old At 40?
Diet Decides**

Women are as old or as young as their state of health. A woman may be young at sixty years or old at forty. It all depends on her physical well-being.

Youth and beauty have a foundation in sound health. And food is easily the most important item in health. In giving consideration to the subjects of diet and beauty, women should not forget the food essentials that make for the preservation of teeth, hair, figure and complexion.

Blame for round shoulders, flat chest and poor teeth among women is due in large measure to faulty diet, or, specifically, to a lack of lime and phosphorus. Milk, or evaporated milk, which is simply cow's milk with 60 per cent of the water taken away, is especially rich in lime.

Because of the concentration of evaporated milk, which is regulated by government standards, it is of



double the richness of ordinary market milk, as is shown in the following table:

Ordinary Milk.	
Fat	3.5 to 4 per cent
Sugar (lactose)	4.5 to 4.75 per cent
Proteins	3.5 to 4 per cent
Minerals	.7 to .75 per cent
Evaporated Milk.	
Fat	7.8 to 8.2 per cent
Sugar (lactose)	5.5 to 10 per cent
Proteins	7.5 to 8.2 per cent
Minerals	1.4 to 1.6 per cent

A quart of milk a day for adults is recommended by doctors not only because of its high mineral content, but for the reasons that it helps keep the digestive tract in proper condition, strengthens the body to resist disease, and gives proper balance to the diet.

Salads also play an important part in the dietary. Some sort of a salad, lettuce, tomato, fresh fruit, cabbage or vegetable, should be eaten at least once a day. Neither is the daily menu complete without a generous quantity of coarse, leafy vegetables, valuable for their high vitamin content. Fruit juices also have very beneficial properties.

If a woman follows out the rules of diet, birthdays to her will be nothing more than an excuse for a celebration.

1322 in Summer School.

University of Oregon, Eugene, Ore., August 21—With the close of the post-session August 28, more than 1322 students have been enrolled for summer study at the University of Oregon. This is the first year that the post-session work has been offered, and 74 students attended.

While many professions and occupations were represented among the summer session students, education led all the others. Preparations are now being made for the opening of regular session, September 27, although entering freshmen must be in Eugene September 20.

Read the Eagle classified advertisements for bargains.

Federal Commissioner



Rear Admiral H. O. Stickney, retired, who has been appointed by Secretaries Hoover and Kellogg as Federal Commissioner to the Sesqui-Centennial International Exposition commemorating the 150th anniversary of American Independence and which will be held in Philadelphia from June 1 to December 1. Admiral Stickney will be in full charge of the United States Government exhibit, which will be the largest of its type ever made.

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