

The Vernonia Eagle

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MARK E. MOE, Editor

TIMBER HAS LONG LIFE

Preservation of wood through an ancient practice, has only of late years become an industry of considerable importance. There are now 162 wood-preserving plants in the United States. R. D. Prettie, addressing the Southern Saskatchewan branch of the wood-preserving industry in our Country, said:

"A point of interest is that the huge growth in the use of treated material has been largely due to its increased use by corporations which have found by experience that the treating of timber is a distinct economy.

"Probably the most notable piece of construction on a main highway is the treated timber bridge across Nueces Strait, near Corpus Christi, Texas. This bridge was constructed to carry a live truckload of 10 tons. It is 8,164 feet long, with a 20-foot clear roadway, and contains 1,300,000 feet of treated timber. It takes the place of a concrete bridge in 1915, which was partially destroyed by a storm in 1916 and completely destroyed on September 14, 1919. The reason for the adoption of treated timber in place of concrete was, that in case of another storm, it was believed that the only harm that could come to the new bridge would be slight damage to the decking, which could be readily replaced.

"As regards bridge timbers, many instances of long service could be quoted. At Brooklyn Bridge, built in 1882, a number of pieces of treated timber were removed in 1909 for track changes, and they were found to be in excellent condition. The balance of the timber is still sound after 43 years service. The Southern Pacific Railroad has had creosoted culverts in service on its Portland Division, for over 30 years, and they are still in an excellent state of preservation. The C. & O. Pier No. 6, at Newport News, was treated and installed in 1893, and the timbers are still in service. These few examples will be sufficient to indicate the long life that may be expected from treated timber."

WHY NOT SAFETY, AS WELL AS CONVENIENCE

Has your home every modern convenience? The average home owner would say, "Yes we have running water, electric lights, modern plumbing, furnace heat, a gas or electric stove, a washing machine, telephone, radio," and so on, through the list of articles which make the American home the most pleasant, comfortable and sanitary in the world.

There is one big thing, however, which the average home owner overlooks. After providing for all the comforts of his family and himself, he fails to provide safeguards against fire which is an ever-present menace to life and property.

The average home is not built with any thought of fire protection. There will be openings in the walls and between the floors, which offer a perfect draft for a fire when it is started. Chimneys will be constructed in the cheapest and most flimsy manner and after once built, will never be inspected or cleaned. Furnace and hot water pipes will be set close to inflammable wooden partitions. Rubbish of all kinds will be allowed to accumulate in basements and attics, and thereby form a veritable fire trap. Fuel will be piled against a furnace or hot steam pipe in such a way that the marvel is that there are not more fires than there are.

On top of all this carelessness, very few persons will ever have a faucet or a hose so arranged that it can be used for fire protection if occasion demands. The commonest kind of fire fighting appliances and fire prevention practices are conspicuous by their absence, in the "model" American home which has "every modern convenience."

With winter coming on, many lives and much property would be saved if ample fire prevention measures would be adopted by American home owners.

PROBLEM FOR MERCHANTS.

The present-day merchant who is at all justified in the hope of making a success of his business is already well "sold" to the idea that he must do at least a reasonable amount of newspaper advertising in attracting patronage to his store.

His real problem is to decide just what percentage of his gross business should constitute his appropriation for use in buying advertising space in the newspapers which are distributed in his city and trade territory and how this appropriation may be used to the best advantage.

This problem is presented with particular force at the opening of the holiday season when largely increased buying may be anticipated and when each merchant is particularly anxious to attract the attention of prospective buyers to his store and to the lines of seasonable merchandise which he is showing.

Without doubt, there is a danger of some merchants going farther in the use of newspaper advertising space than they are justified in doing on the basis of reasonable expectation of gross business during any certain period. This danger is encountered as a result of either a failure to give sufficient thought to the subject or to falling a victim of the high pressure methods employed by some so-called "advertising men" in attempting to sell the largest possible amount of advertising space without studying the merchant's real needs and offering such suggestions as might be really helpful in the mapping out of an advertising campaign.

There are times when the full-page advertisement or the double-page "spread" may be the very thing that is required in directing attention to some extraordinary selling event, but it is more frequently the case that the day-after-day consistent use of smaller space with well-prepared copy, attractively displayed, will go much further in securing the desired reader-response, than will the large expense involved in carrying occasional page-ads, followed by days of retrenchment in order to equalize on the total apportionment.

It is doubtful if any Vernonia merchant is justified in allowing a single issue of the newspaper to be distributed here among local readers without containing his advertisement in some form, even if it be in small space, as a memory is a rather fickle thing and patronage is much inclined to go where it is being invited by newspaper advertising.

The Eagle goes each week into hundreds of the homes in this city and vicinity which are not reached by any other newspaper. Two-thirds of the buying power of this community is represented by the homes into which The Eagle is welcomed and carefully read each week. The direct response attainable through Eagle advertising is not questioned by advertisers who have been consistent users of space in this newspaper.

It is the sincere wish of The Eagle that it be of real service to the merchants of this city in offering suggestions, if desired, and cooperating in securing the best possible results from the money invested in advertising in this newspaper but it is far from our wish that high-pressure selling methods be employed in an effort to oversell any merchant beyond his real publicity requirements or to the extent of having an unstabilizing effect on his finances.

It may be assumed that every merchant operating in this city knows his own business best and may be trusted not to fall a victim of being over-sold by some ambitious space salesman to the extent of sacrificing equal representation in The Eagle.

A COMMUNITY CHRISTMAS TREE.

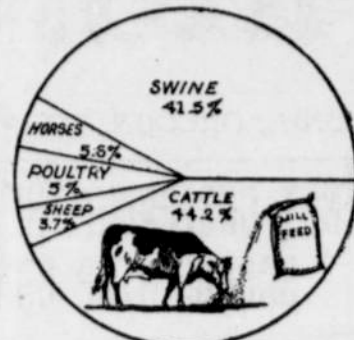
A most commendable movement is on foot in Vernonia; and to the ladies must be given most of the credit for the desire to have a community Christmas tree, probably in a vacant lot near the center of town, where treats may be given in the form of candy and nuts to all the kiddies in town who are present for the occasion.

Santa Claus would be there; Christmas carols would be sung and perhaps a community sing could be enjoyed by all. In the spirit of Christmas, it is hoped that all lodges, clubs, churches and other organizations will join hands in the endeavor to make this a success.

Mrs. M. D. Cole says that she has already spoken to many and that the idea is favorable. Since some are ready to go ahead with the work, the rest of the town will undoubtedly help.

The joy given to the children on the occasion of a large gathering at which Santa is present and the chance to shake hands with him will solve the problem of many mothers and fathers who are asked so many leading questions about the grand old man and his work. Let them see the big tree, all lighted up, hear the carols sung. They will be better instilled with reverence for the Savior and thus be better citizens for having observed this respect by a multitude of their own townspeople.

Cattle Eat Our Mill Feeds



(Sears-Roebuck Agricultural Foundation)

Two-fifths of our enormous wheat crop is annually left on the farm to be fed to farm animals, according to the findings of the Sears-Roebuck Agricultural Foundation. In addition, 25% of the wheat that is shipped off or 17% of the total wheat crop comes back to the farm as mill feeds, where it is made into human food in the form of meat.

Mill feeds are a valuable and important feed item, especially in the dairy section. Cattle consume on an average 44.2% of all mill feeds. These are rich in protein and used in connection with corn and tankage make a balanced hog ration. Swine are the next greatest consumer of mill feeds, with 41.5%. Besides, 5.8% goes to horses, 5% to poultry and 3.7% to sheep.

Phone, send or bring in a classified advertisement, any time before noon Wednesday.

FOR SALE

PYROTOL, the surplus war material, for stumping purposes. Price \$7.80 per 100 pounds.

Place your order now with the County Agent's office at St. Helens for next shipment. d16

HOME POINTERS

(From School of Home Economics O. A. C.)

In roasting a turkey or fowl of any kind, dryness is prevented by roasting with breast down instead of up.

Raw cranberry relish is delicious and easy to make. The cranberries are put through a grinder and equal amounts of sugar added. The mixture is then placed in a covered jar and allowed to stand for two weeks when it is ready to serve. It will keep indefinitely.

A delicious ten-minute dessert is made with one cup of thick cream whipped, white of one egg beaten until stiff, and 10 cents worth of peanut brittle rolled on the board with a rolling pin; combined by carefully cutting and folding together or it is served cold in sherbert glasses.

Oregon's building record for October, shows 24 per cent gain over October, 1925.

Wrecked ship "Lindore" being built into modern business block at Reedsport.

Brown Truck and Transfer

Local and Long Distance Hauling.

Ice and Cold Storage

Storage for Furniture and Baggage

Tel. No. 683. Office Corner Bridge and Weed Ave.

Fancy Box Candies

Larger Variety of Boxes Than Ever Before.

We make a specialty of fancy home made box candies.



GASCO BRICQUETS

For a steady hot fire at a price you can afford to burn them.

\$17.50 Per Ton
With Rebate of 10c Per Sack.

If its anything in the FEED LINE---WE HAVE IT.

Vernonia Trading Co.



Comfort and Convenience

The management caters to commercial and local guests. Always at your service.

HY VAN HOTEL

State opens commercial fish hatchery on Simpson Creek, for 5,000-salmon eggs a year, at Newport.

If you have no use for an article and someone else would, advertise it in the classified column.

Vernonia CLEANERS

CLEANING
PRESSING
DYEING
CUSTOM
TAILORING.

WE CALL FOR AND DELIVER

CURLEY'S TRANSFER COMPANY

Local Hauling and all kinds of team work.

Office at Gordon Furniture Co.

SPECIAL CARE WITH FURNITURE HAULING

Phone 672 Res. Phone 658
Vernonia Oregon

Lodge Directory

W.O.W. Buxton camp No. 855 meets every Monday night at seven thirty at the Grange Hall. Visiting members welcome.

C. A. BARNES C.C.
C. C. DUSTEN CLERK.

Vernonia Lodge, No. 184 A. F. & A. M., meets at Grange Hall every Second and Fourth Thursday nights. W. H. HURLEY, Master. Wm. PRINGLE, Secretary. Visitors Welcome.

I. O. O. F.—VERNONIA LODGE, No. 246, meets every Tuesday night at 8:00 o'clock, in Grange Hall. J. W. ROSE, N. G.

M. L. GAINES, Sec.

VERNONIA TEMPLE No. 81 PYTHIAN SISTERS Meets every Wednesday night on the lower floor of the Grange Hall. All visiting Sisters and Brothers welcome. MARJORIE COLE, M. E. C. PEARL WILKERSON, K. of R. C.

NEHALEM CHAPTER NO. 153 O. E. S.—Regular communication first and third Wednesday of each month. All visiting sisters and brothers welcome. ALICE GOODING, W. M. MAE BERGMAN, Sec'y.

VERNONIA GRANGE The Vernonia Grange meets on the second Saturday of every month at 7:30 P. M. Any members of the Grange living in or near Vernonia or visiting in the community, are cordially invited to attend. F. E. MALMSTEN, Sec.

AMERICAN LEGION POST NO. 119 meets 2nd & 4th Tues. Nites. WM. FOLGER, Commander TOM GRAHAM, Adjutant

MOUNTAIN HEART REBECCA LODGE No. 243, I.O.O.F. Meets every second and Fourth Thursdays in Grange Hall—Vernonia. Visitors always welcome. ATTIE CAMERON, N. G. MRS. IRENE SPENCER, Sec'y.