

The Vernonia Eagle



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SECRET OF POPULARITY

Many folks, particularly young people of reserved natures, worry because they are not "popular." They envy folks who always have admirers and friends. Many people of superior intellect look down on popularity. They feel it shows a too easy-going nature. They hold that if a person is to live sincerely and do his duty, he must often antagonize others, and make himself exceedingly unpopular.

Popularity comes in different ways. In the old days of free liquor a lot of people acquired popularity by the freedom with which they "set 'em up." This was the basis on which many politicians got their start. They were always ready to line up their friends in front of the brass rail and have several rounds "on me." Many people win popularity by free spending, by living extravagantly and scattering cash in all directions.

On the other hand many people acquire popularity by devoting themselves to some public cause. College boys who carry on student activities, usually acquire popularity. They are entitled to it because they have to devote much time to maintaining the reputation of their institution.

Similarly in community life. Many people acquire popularity just by giving a great deal of effort to public activities, often more than superior persons who criticize them are willing to devote to such causes. Many people acquire popularity by the friendly interest they show everybody by a winsome smile and cordial manner.

People who live self-absorbed lives are not popular and do not deserve to be. Any person can acquire a certain measure of popularity by manifesting interest and doing helpful things for others and performing service for the community.

WHAT IS YOUR POSITION?

You are a booster or a knocker, there there is no middle ground; to which class do you belong?

The man who does the most good for his home city is not always the man who receives the most credit. There are plenty of true boosters who not only do not allow the opportunity to pass to say a good word or do some act for the betterment of his home, but create opportunities to do so. He is the citizen of whom everyone is proud, with like individuals the situation is created whereby it is possible that some other good citizen who has not done so much work will loom along and reap the benefit of the work of the others. The real honest to goodness booster is not jealous when the other is given credit, he gets his reward in the consciousness of having benefited the city.

Because one does not knock his home town, does nothing as a matter of fact one way or the other, will not relieve him of the charge of a knocker. Not to take an affirmative position in matters of interest to the city, and there are always matters of interest, places one on the negative side. There is absolutely no way in which to remain neutral, for if that position is attempted, there will necessarily be many who will construe it as being opposed to any proposition, and with the construction goes the infucent.

Be a real booster and let your position be so certain that those who run may read.

JUDICIAL WEAKNESS

One of the most glaring weaknesses of the American civil court system is the ease with which persons of ulterior, often criminal, motives can institute suits for damages on any and no grounds. Persons in public life, or whose livelihood depends upon public esteem, are times without number blackmailed by the unscrupulous. If they refuse to "come across" they are sued and allegations are made that, how- ever groundless they later turn out to be, lowers public respect for them.

Once in a while, of course, suits for personal or other damages are well-founded but to each case of this kind that comes

to trial, courts and juries waste endless days struggling with cases that have no basis in anything except avariciousness. It is a regrettable condition, but one for which no remedy has ever been advanced.

TWO SIDES

There are two sides to every question. This is just as true in advertising as in an argument. In advertising there is the side of the advertiser and the side of the public.

From the viewpoint of the advertiser in the newspaper, advertising is a means of increasing his volume of business. Commercial development has made advertising as necessary to retail business as customers. Without customers the advertiser could not remain in business, so he advertises to attract customers.

The other side of the question is that of the public. To the public newspaper advertising means the bringing of the store show cases to the office and living room. It is a service extended to the public by the advertiser, because it aids the customer in ascertaining where that which is wanted can be purchased at the most advantageous price. Newspaper advertising has abolished shop-searching. To save time for the shopper lengthens his day.

So although there are two sides to newspaper advertising, there is no disagreement between the two. Finding that advertising serves the public as well as business the merchant has two reasons instead of one for advertising, and the customer learns that the most progressive merchants are the most extensive advertisers, so there is a double attraction. By the nature of business, if advertising didn't help the buying public it could not help the advertiser.

IT IS FALL

Lodges are getting their winter's activities under way. Young folks are wooing Terpsichore again. There is a smell of camphor in many homes as mah jongg sets are being opened up. New loud speakers are being installed for the radio. Study circles are resuming. There is hot competition around the reading lamp for possession of the home town paper. Brilge is still played. There is some demand for corn-poppers. The ice man looks a little glum but the electric-light meter reader a smile like a split watermelon as he sets down the figures.

It has been a wonderfully fine summer with more than usual opportunities for outdoor enjoyments, because of the unbroken sunshine which continued for so long. But it will be fine to have the fall rains, too, and later the nip of frost and the sheen of snow. Just as one of the fine things about going away from home is to come back there, so one of the fine things about summer is that finally we come to its end and to normal change. Seasons lend variety and prevent monotony. And each of them in Vernonia is enjoyable.

HEROES AND PATRIOTS

In a western city there lives a hero, a fireman who carried a child down a ladder from a burning tenement in the midst of flames and smoke. He was badly injured while performing his brave deed and spent many weeks in the hospital. He received the acclaim of the public. We laud his courage. This is as it should be.

There is another man in the same city who has received little or no attention. No one has ever thought of calling him a hero. He is the quiet, hard-headed business man who builds his tenements so that those who live in them are free from the fear of fire. He has saved dozens of lives by preventing fires.

It is too bad that fire prevention cannot be made spectacular. However, we can at least honor the man who minimizes fire loss by spending thought and money in its prevention.

You have to cultivate good habits. The bad ones grow wild.

Love's blind, but that shouldn't make a girl kiss everybody.

The best reflections come from thinking instead of looking into mirrors.

There is not much hope for the person who makes work the last expedient for getting along.

The sad thing about having a wife is she is always wishing her husband would be more sensible or more foolish.

Washington Has Longest Concrete The Oregon State Motor association points out that the longest strip of concrete road in America lies between Olympia and Vancouver, Wash. The distance is 135 miles. There are five other continuous stretches more than 100 miles long. In Missouri the road between Kan-

as City and a point west of Columbia is 125 miles in length, and the road between Neoha and Springfield, 102 miles long. In Minnesota the road running between Rock Creek and Knife river is 112 miles long and the road from Anoka to Brainard, 110 miles long. In Wisconsin the road from the

state line south of Truesdell, around Milwaukee to Waupun, is 118 miles. The state of Washington has long been an exponent of concrete roads and rapidly other states are following its example.

Newport—\$11,980 contract let for Yaquina beach seawall.

Wheeler—South Fork Timber Co. incorporates for \$150,000 to log on Upper Nehalem.

Banks—Oswego publishers will issue the "Banks Ledger."

W. O. W. Vernonia camp No. 655 meets every Monday night at seven thirty at the Grange Hall. Visiting members welcome. A. F. KOSTER C. C. C. C. DUSTEN CLERK.

Vernonia Lodge, No. 184 A. F. & A. M., meets at Grange Hall every Second and Fourth Thursday nights. Visitors Welcome. K. A. McNeill, Secretary.

I.O.O.F.—Vernonia Lodge No. 246 meets every Tuesday night at 8 o'clock, in Grange hall. Visitors always welcome. M. E. Graven, N. G. John Galsmer, Sec.

AMERICAN LEGION AUXILIARY Meets first and third Mondays of each month at the Legion Hall. Mrs. H. E. McGraw, President

Vernonia Post 119, American Legion. Meets second and fourth Tuesdays each month, 8 p.m. H. E. McGraw, Commander.

Nehalem Chapter 153, O. E. S. Regular communication first and third Wednesdays of each month. All visiting sisters and brothers welcome. Bessie Tapp, W. M. Leona McGraw, Secretary.

Mountain Heart Rebekah Lodge No. 243 No. 243, I.O.O.F., meets every second and fourth Thursdays in Grange hall, Vernonia. Visitors always welcome. Mrs. Viola Treharne, N.G. Mrs. Hazel Thompson, Sec.

J. MASON DILLARD ATTORNEY-AT-LAW Next to Carlin Cleaning Works Here Every Wednesday

DR. ELIA WIGHT DR. C. J. WIGHT CHIROPRACTORS Rheumatism, Neuritis, Stomach, Liver and Intestinal Troubles Delayed Menstruation

LESTER SHEELEY Attorney-at-Law Vernonia Oregon

DR. W. H. HURLEY DENTISTRY AND X-RAY Evenings by Appointment Office over Brown Furniture Store. Vernonia Oregon

M. D. COLE DENTIST Vernonia Oregon

MARK EVERY GRAVE Memorials in Granite and Marble At Reduced Prices WRITE FOR PARTICULARS MRS. M. N. LEWIS & CO. Fourth and Main St. Hillsboro.

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To the motoring public of the Pacific West the Standard Oil Company of California presents The New Zerolene, "The Standard Oil for Motor Cars".

THIS new lubricant is the latest achievement in petroleum products of the Company's research laboratories,—a modern oil for modern motor cars.

The New Zerolene is a wholly distilled oil—by Company processes which take only the highest lubricating values from the best of California crude oils. Every drop is pure lubricant.

The New Zerolene "stands up" at any engine temperature.

The New Zerolene forms no hard carbon.

The New Zerolene does not "thin out"—when the crankcase is drained it is still "live" and "oily".

The New Zerolene is economical—in initial cost and in amount consumed.

The New Zerolene is made in three grades or bodies, No. 3, No. 5 and No. 7. There is a correct grade for your car and every car made.

Zerolene "F" for Fords, an oil especially manufactured to meet the demands of the Model T Ford, remains unchanged.

At all Standard Oil Service Stations and at dealers.



STANDARD OIL COMPANY OF CALIFORNIA

Oregon-American Lumber Company

