

Vernonia Eagle



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RAY D. FISHER, Editor and Publisher

ST. HELENS AND VERNONIA

The St. Helens Sentinel in its issue of last week made the following comment upon the failure of Vernonia to pass the special tax for advertising and publicity:

"Comparisons are odious, it has been said, but we cannot refrain from stating that every measure affecting the city of St. Helens, suggested by the council and sponsored by the St. Helens chamber of Commerce, was carried by a big majority, and it is our belief that the explanations of the measures as set forth in St. Helens' papers, convinced the majority of voters that the chamber and council were working for the best interest of the city. The voters were informed, told in a straight forward way the purpose of each amendment, and even the \$60,000 bond issue for the site of the Soldiers home was approved by almost a 5 to 1 vote. Correct information usually establishes confidence. At the general election there are usually many voters whose interests are in affairs political and with little interest in civic affairs but despite this fact St. Helens' city election held its own, with sound business legislation and a record vote."

Comment upon the comment is unnecessary, other to state that Vernonia, too, is just as public spirited as St. Helens when the voters are fully informed upon an issue. Witness, for instance, the Washington grade school, a project defeated until Vernonia people recognized the need of a new building and its value to the community.

Arrangements are being made whereby a special election upon the levy for advertising and publicity may be held practically without cost, and it is to be hoped that the measure can be passed in time for immediate action while the colonization committee of the chamber of commerce is inaugurating its plans.

DOING ONE'S BIT

Among men who are doing their bit to relieve the unemployment situation are George W. Ford and J. W. Brown.

Mr. Ford is remodeling an old house, making over what was a very mediocre structure into one of the neatest and most attractive modern residences in town, as an investment. By putting his money to work at this time he is providing for two or three months a payroll that otherwise would be non-existent, and is materially helping to beautify Vernonia.

A similar service has been performed by Mr. Brown, who rebuilt a section of his apartments and his funeral parlors destroyed by fire last spring, making the new more commodious than the old, added a concrete driveway to his garage, and improved his lawn.

It is the courage and public spirit of men like these that cause Vernonia to go ahead despite the general depression.

What Other Editors . . . Think . . .

The fellows with faces so long that their chins are dragging on the ground are advised to read President Hoover's Thanksgiving proclamation and cheer up. Times are not as good as they might be, but it is rare that things are as bad as they seem. The president points out that the entire world is suffering, but as a nation we have suffered far less, which anyone who has studied the situation knows is true. Having suffered less, the distance to a return to prosperity is less, and confidence that it will return and absence of pessimism, with everyone doing his part, will lessen the time.

—Hillsboro Independent.

PHIL'S LUMBER LOBBY

At first we were puzzled at Phil Metschan's notion of the Pacific Northwest states uniting to maintain a regional lumber lobby at Washington in order to impress the nation with facts concerning our basic industry. The more we think it over, the more it appeals to us. The lumbermen themselves have their associations, which are ably agented at Washington, but which represent private ownership of an industry but do not represent the needs of a region that is dependent on that in-

Western Pine association has members who operate pine mills north of the international boundary as well as south of it. The job of working for a tariff was thrown back on those Pacific Northwest sawmill owners who had no Canadian mills, and who had to send back a lobby which lacked the prestige of representing associations which were known and also lacked experience in obtaining cooperation of senators and congressmen upon whom the industry would have to rely for aid.

We who are not in the lumber business but live in the Pacific Northwest are dependent upon the prosperity of that business for our own economic progress. Our incomes and our property values suffer when lumber suffers. It is very much to our interest to be represented at Washington in a manner that will be recognized as a representation of a general public interest instead of a selfish private interest. It may be true that Phil Metschan's suggestion is the way to do it. The idea prospers under probation. It is constructive. Even though Phil was not elected, his suggestion may have merits.

—Oregon Voter.

HONORS AGAIN EVEN

For the fourth time the football teams of St. Helens high school and Scappoose high school have fought to a tie. On the surface it might seem a put-up job between these communities which have always been friendly one to the other. But such is not the case, as any one who has witnessed the games will testify, for there has always been a hard fought game and a clean one. Scappoose refuses to be licked and St. Helens has the same idea.

And, after all, it might be a good thing for these two closely associated and friendly communities. Each has helped the other and their interests are mutual. Perhaps these tie games will (if the pun will be excused) tie us more closely together for the common interest of this section of Columbia.

—St. Helens Sentinel.

SOUND ADVERTISING
In every community the news-

paper maker should be the authority in matters of advertising. By the same method of reasoning that we go to a doctor for advice in matters of health, we should seek out the newspaper for advice in matters of advertising. Buyers of advertising and the various strange things sometimes classified as advertising, should be schooled to accept the newspaper as a reliable consultant in such matters. The net result, granting that all newspapers will offer professionally sincere counsel, should be a vast saving in time and money, to say nothing of faith in humanity.

Every day come reports of sharp practices by crooks who operate in the name of advertising. Not all are reachable by better business bureaus and other agencies of control. Their activities can be restrained in smaller fields only by the ardent cooperation of their intended victims and the newspaper authority. Church organizations and persons in business who do not advertise seem to be especially susceptible to the wiles of crooked "advertising" promoters. And one proper stinging doesn't yield a cure. Recently for instance, several reports have come of the success of a racketeer who solicited advertising from business houses for a church notice card, gave his church sponsors a niggardly split of the spoils and vanished without having the cards printed. There are menu stunts, directory schemes, guides and what not to lure "advertising" money and many of them are crooked. The newspaper shop should be prepared to segregate the good from the bad and the buyer should consult his newspaper before submitting himself to any "advertising" inducement.

—Western Publisher

WASHINGTON COUNTY JAIL NEARING COMPLETION

Finishing touches are being put on the Washington county jail and when painters and plasterers now at work complete their job the bastille will be ready to house prisoners now in the Multnomah county jail. The new building is a substantial affair and well suited for its purpose. Being of concrete there

will be no escapes through kicking out bricks which was the case in the old jail which served the county many years. The cell blocks moved from the jail formerly located on the third floor of the court house have been set up on the south side of the new building and are being repainted. Insurance of safety of prisoners when they are permitted use of the corridor surrounding the blocks is given by concrete walls and bar-

red windows. Heavy screening on the windows also prevents the handing in of contraband from outside.

The two cell blocks from the old jail which formed a wing of the old court house have been set up in the basement for use when needed. Quarters for women prisoners and detention of insane persons, who in the past could only be cared for temporarily at the county hospital, are provided on the second floor in

the form of large, airy rooms which have however, steel doors and barred windows.

Entrance to the jail is through doors at both the west and east sides of the building, and in addition a concrete bridge with steel railings connects it directly with the sheriff's office and provides means of bringing in prisoners for trial or other purposes.

—Hillsboro Independent.

THE WORLD'S FASTEST SELLING RADIO

PHILCO

BABY GRAND



Try to match these advantages:

- Seven tubes...three screen-grid
- Double-tuned input circuit
- Dynamic speaker
- Walnut cabinet
- Push-pull audio amplification
- Undistorted tone
- Philco quality
- Balanced units

Take one home with you tonight . . . Easy terms.

\$69.50

complete with tubes

PHILCO makes the world's most complete line of radios, from the Baby Grand at \$69.50 to the magnificent Concert Grand Radio-Phonograph at \$395, complete with tubes. See them at your dealer's.

Vernonia Service Station

Vernonia, Oregon

Professional and Business Directory

For your convenience the following business and professional people are listed on this page alphabetically. These men and women are known in Vernonia as reliable business and professional people.

BEAUTY SHOPS Beauty Shoppe Personal Service Reasonable Rates ANNETTE BEAUTY SHOPPE Phone 431	Hotel HyVan STEAM HEAT The best for those who appreciate the best.	COMPLETE FUNERALS AT MODERATE COST BROWN MORTUARY Phone 593
Electrotherapy, Physiotherapy DR. R. A. OLSON Chiropractor Tel. 671 1117 Stat. Vernonia, Ore.	Cason Transfer Local & long distance HAULING Phone 923 Office in Workingmen's Store	Bafford Brothers General Plumbing Vernonia
CONTRACTORS JOHN A. MILLER General Contractor Mason Work, Building	Money to Loan On improved real estate; long time and reasonable terms. See Attorney John L. Storia, St. Helens, Ore.	ANNOUNCEMENTS ANNOUNCEMENT I have leased and am now operating the Sessman Blacksmith Shop. Repairing of All Kinds W. M. Faulkner
DENTISTS M. D. COLE Dentist Vernonia, Oregon	PASTIME CARDS AND LIGHT LUNCHES Lloyd Baker, Prop.	CURLY'S TRANSFER Phone Business 221 Residence 653 Local and Long Distance Hauling
DR. W. H. HURLEY Dentistry and X-Ray Hoffman Hdwe. Building Vernonia, Oregon	Terminal Cafe The Right Place to Eat Excellent Cooking	PHYSICIANS Marvin R. Eby, M. D. Physician and Surgeon Phone Hospital 931 Town Office 891
HOTEL HOTEL GORDON Newly Furnished Rooms Hot and Cold Water Next to Post Office Very Reasonable Rates	Mary Kato Chop Suey Restaurant You'll enjoy a bowl of delicious Chop Suey after the show.	Dr. J. A. Hughes Physician and Surgeon Office Phone 663 Vernonia, Res. Phone 664 - Oregon
EATING HERE is like EATING AT HOME HOTEL McDONALD	OPTOMETRIST Eyes Tested Glasses Fitted Dr. C. O. Anderson Eye Specialist—Optometrist 1st Monday in Each Month. At Kullander's Jewelry Store	

Your Thanksgiving DINNER



Let us Supply It!

Your Thanksgiving Dinner is THE Meal of the Year. Your Cooking Plus our Meats will Make It So.

TURKEY
CRANBERRIES
POTATOES
PUMPKINS
ASSORTED MEATS

Nehalem Market & Grocery (INCORPORATED)

WE DELIVER—PHONE 721

HEADQUARTERS FOR

Feeds - Seeds - Hay - Grain

Gasco Briquettes

AGENT FOR McCORMICK-DEERING MACHINERY

Vernonia Trading Co.

ED TAPP TEL. 682 CASS BERGERSON