

LET'S BE SOCIABLE

Masonic Service Plaque Dedicated at Ceremony

Saturday evening, January 15, the Masons and Eastern Stars gathered at the Temple to dedicate their service plaque honoring their members who have answered their country's call. The plaque now contains the names of nine men, H. M. Bigelow, Jack Childs, Jeff Ensworth, Lloyd Freese, Lowell Hieber, Richard Lewis, Hurbon Lilly, Deloss Powell, and W. F. MacDonald (R.A.M.) The one gold star on the plaque is in honor of Hurbon Lilly who has paid the supreme sacrifice.

Frank Lane, Master of the Blue Lodge, presided over the ceremony and program consisting of the flag ceremony, short talks by Wallace McCrae, Emil Messing and Paul Gordon. Mrs. John Titus gave a reading depicting the origin of the song "Battle Hymn of the Republic," and the high school girl's sextet sang two songs, "I Hear America Sing," and "America My Own."

After the program, refreshments were served with the men as hosts, during which a "Pie Auction" was held with Paul Gordon as auctioneer, and \$13 was raised for the Rainbow Girls.

Social Club Holds Evening Meeting

The Eastern Star social club held an evening meeting, Wednesday, January 4th at the home of Mrs. Lottie Swanson in Riverview. The regular business

meeting took up most of the evening and then each one presented either sewed or knitted. Mrs. Inez Powell was assistant hostess.

Surprise Birthday Party Honors Patricia Floaten

On Friday, January 14th, Miss Patricia Floaten was honored with a surprise dinner party, the occasion being her tenth birthday. Guests included Cleo Lamping, June Mulkins, Dolores and Donna Barrett, Lois Schwab, Temple DeHart, Beverly McCam-mart, Bernadine King, and Mary Stevenson. After a delightful chicken dinner, the party adjourned to the theatre.

State Officers Attend F.O.E. Meeting

The Fraternal Order of Eagle met Friday evening, January 14, in the Odd Fellows hall. Special guests for the evening were John Bennett of McMinnville, state president of the Eagles and Arthur Baines of Portland, district director of the Eagles.

After the business meeting, dancing was enjoyed by Eagle members and their friends with music furnished by Jess Taylor and his orchestra. A luncheon of jello with whipped cream, salad, cake, ice cream and coffee was served. A very pleasant time was enjoyed by all present.

Work Project for Year Started

Mrs. Ruth Griffin was hostess to the Vernonia Business Women Tuesday evening, January 11th. Work was started on the knitted afghan, the project which the girls have undertaken for this year. Upon completion, the afghan will be given to the Red Cross.

Mother's Club Has Busy Program

The Vernonia Service club met at the Legion hall Thursday, January 13th. As the members and friends arrived they found something to do while waiting for late arrivals. Mrs. Ina Marshall, as chairman of the scrap book committee, Mrs. Alice Gwinn, chairman for the making of the knitted afghans, Mrs. Retta Lamping, chairman of the crochet afghans, Mrs. Morris and Mrs.

DeWitt of the knitted knee bands and stump socks were ready to assist anyone interested in their particular project. Materials and puzzles were there for those who wished to help paste them on card board to be sent to hospitalized service men.

The club wishes to report the completion of 50' knee bands, that have been sent to the Red Cross chapter in St. Helens. Several members are now knitting

stump socks and can get the yarn from Mrs. Isola Morris.

Mrs. Marshall reports the purchase of 12 scrap books to be completed at club meetings or in the homes of those who wish to help. Cross word puzzles are very much in demand for the hospitalized servicemen. Thirty-four individual puzzles and one puzzle book have already been sent to the Red Cross. The committee on knitted afghans has

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decided to use five-inch squares of any color or size yarn or any design.

Anyone having material for scrap books, puzzles, or afghans may leave it at Thomas Variety Store or bring it to club meetings and help assemble it.

The next meeting of the Service club will be January 27, 2 o'clock at the Legion hall.

STOP, LOCK AND LISTEN

If every housewife in the U. S. would save a tablespoonful of fat every day for a week, 22,750,000 pounds of gunpowder could be made from the salvaged fat. This is something to think about.

The present with a future—WAR BONDS for CHRISTMAS. Keep on Backing the Attack.



A Pledge to Portland Housewives

Bottled Milk comes FIRST

The 8000 co-operative dairymen who own and operate Challenge Creameries give you this pledge: "Portland's milk bottles will be filled regardless of the general shortage of milk in the Portland-Vancouver area." Despite the fact that eleven of the twelve Columbia Empire co-operative dairy associations which make up Challenge Creameries are primarily interested in producing butter and cheese—these 8000 farmers assure you that *bottled milk comes first*. After the bottled milk demands in this area are filled, then, and only then, will milk be used for the manufacture of butter and cheese.

According to federal statistics records the population of the Portland-Vancouver area has increased more than 35 percent since 1940. In other words, we have about 145,000 more people in this area—men and women who are working hard and have plenty of money to spend for food. These people must have milk. It is important to their health and to their effectiveness as war workers.

This means a tremendous increase in the demand for fresh milk. More people, more buying power and the rationing of other foods have greatly increased our local consumption of fresh milk

estimated to be 5 to 8 percent less than in 1941. The reason for this decrease in production is the tremendous increase in the cost of farm labor and feed. Farm work-



OUR MILK SUPPLY IS GROWING SMALLER

ers today receive from \$125 to \$175 per month, plus board and room. Hay, grain and dairy feeds have on the average about doubled in price in the past two years. Along with these increased costs farmers are faced with a fixed ceiling price for milk, which is too low to allow them production costs. Hundreds of farmers have either dispersed their herds entirely or sharply reduced the number of cows milked, and turned to profitable farm products. The result has been a decrease in production which has become a serious problem.

HOW CHALLENGE CREAMERIES INSURE PORTLAND'S SUPPLY OF FRESH BOTTLED MILK

One of the principal reasons why Challenge Creameries can continue to assure the Portland-Vancouver area of an adequate supply of fresh milk is the fact that our exports to other areas have been practically discontinued.

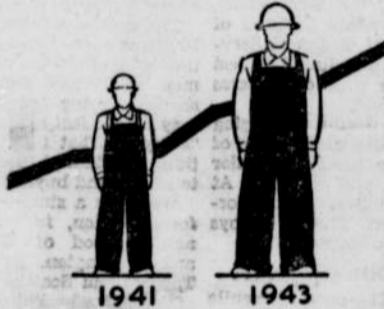
During 1941 Challenge Creameries shipped a surplus of over 3,000,000 pounds of butter to California markets. This is equivalent to 30,000,000 quarts of market milk which can be made available for distribution locally as bottled milk. As fresh milk demands have increased we have diverted up to one-seventh of our milk supply from butter and cheese



In 1941 Challenge Creameries exported surplus butter to California and other areas. Today practically all of the supply in this milk shed is being used to supply requirements in this area.

to fresh milk to be sold by Portland distributors in bottled form. Member creameries in Clatskanie and McMinnville are at present shipping 35,000 pounds of milk daily to Portland which was formerly used for butter and cheese. More from these and other communities is available if it is needed.

Whatever happens to the milk supply in this area Challenge Creameries assures the people of this market that there will be enough fresh milk for everyone. Each of the 8000 Challenge dairy farmers is doing the very best he can to take care of this situation. The majority of these dairymen market their milk as butter and cheese but because of its extreme importance to the health of the community they feel that bottled milk must come first.



OUR POPULATION HAS INCREASED

Not only are more people buying milk, but the per capita consumption has increased from .86 of a pint per day in 1941 to a full pint per day in 1943.

The increase in the amount of fresh milk used locally has been supplied for the most part by Challenge Creameries. This great association with member creameries located throughout the Columbia Empire, supplies practically all of the local distributors, both large and small, with the fresh milk which they deliver to your homes and to your grocer.

But while our demand for bottled milk has increased, our milk production is steadily decreasing.



WE'RE USING MORE BOTTLED MILK

Normally this is an area of surplus dairy production, but because of conditions under our war economy our production for 1944 is esti-

WHAT YOU CAN DO TO HAVE MORE BUTTER

A recent survey among housewives shows that there is a greater demand for an increase in the supply of butter than any other product. To have a greater supply of butter two things are necessary.

—The supply of milk produced must be increased.

—Our fresh milk must be conserved in order to convert more of it into butter.

The only way our milk production can be increased is to raise ceiling prices for milk to enable the farmer to make a decent return. The dairy farmer is bitterly opposed to food subsidies which have been proposed by the administration as a means of increasing the farmer's returns. Farmers state that a subsidy on milk will not increase our milk supply by a single pound. What the dairy industry wants is intelligent control which will result in price adjustments in line with changes in production costs, as was originally written into the price control act of 1942.

Conservation of fresh milk is of the utmost importance in increasing the supply of available butter. In 1943 Challenge Creameries marketed more than 7,000,000 pounds of butter in the Portland area for civilian and government use. This is equivalent to 70,000,000 quarts of fluid milk. As scarcity develops and as population increases cause a greater demand for fresh milk, a part of our milk supply must be diverted from butter, cheese and other dairy products and sold as fresh milk. This is what is happening all over America. Milk and cream sales to civilians have risen more than 25% since 1940 averages—from 15 to more than 18 billion quarts annually.

This cuts into the supply of milk for producing butter. The government also has first claim on all butter produced, holding a large percentage for army and lend-lease purposes. The Department of Agriculture estimates that civilians will have only 78.5% as their share of the 1944 butter supply. One way you can help to increase this supply is to conserve fresh milk. Use fresh milk wisely. Don't buy more milk than you actually need.

Hear more of the story about our fresh milk supply—listen to

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Wallowa, Oregon
Farmers Union Cooperative Creamery
Sheridan, Oregon
Eugene Farmers Creamery
Eugene, Oregon
Farmers Cooperative Creamery of Carlton
McMinnville, Oregon

Lower Columbia Cooperative Dairy Assn.
Astoria, Oregon
Union County Cooperative Creamery
Union, Oregon
Lincoln Dairy Cooperative
Waldport, Oregon
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