

VERNONIA EAGLE



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PAUL S. R. BINSON.
EDITOR AND OWNER.

The Original Home Paper, Standing for Progress, Fair Play, Home Patronage, Law Enforcement, Good Schools and The Home Beautiful.

All Accounts Must Be Settled in Full Every 30 Days

Editorial

UP-TREND IN FARM LAND

IF YOU have been farming for the past four or five years without any real success; if you are becoming discouraged over the chance of realizing any profit by tilling the soil, and if you are making plans to sell out and get into something else, just pause and think this matter over carefully. Then make up your mind to hang on for another year at least.

For farm lands are rapidly recovering in value throughout the country. A special inquiry by the Eagle brought to light the following facts:

Farm lands reached the lowest point in ten years at the beginning of 1925, with an average price per acre for the entire United States of \$63. The past few months, however, have seen a rapid rebound from this low price because values have never been lower in recent years in proportion to income, and values are based upon possible or average income per acre in any given territory.

The Brookmeyer Economic Service basing its prognostications upon these facts, advises people to consider farm land at present prices an excellent investment. And this advice will tend to create a far more active market for farms during the next few months than we have seen in this country before for some time.

Backing up these statements issued by the Brookmeyer Service are opinions of Federal land bank and farm loan officers, farm organization leaders and farm land real estate men.

Throughout the country confidence in future possibilities of farming is on the upward incline. So whether you plan to continue on the soil for the rest of your life or not, you had better hang onto your place for a little while longer.

"Good farm land will increase from twenty-five to fifty dollars per acre during the next twelve months," is the statement of a prominent Chicago banker dealing in farm land mortgages.

Now you know how much land you have. So sit right down and figure what profit you can make by farming through one more year at least.

DAYS OF CHANGE

THIS is a day of marvelous invention, great change, startling progress. If our forefathers could take a peak at a modern American city, they would imagine they were looking into a strange land described in the Arabian Nights. Just the other day a man in an aeroplane talked by radio, with thirty thousand people seated many thousands of feet below him in a stadium. Pictures leap over thousands of miles by wireless, and the size and metallic make-up of stars hundreds of billions of miles away are being determined.

Other revolutionary changes are going on too in this age though they do not appear quite so uncanny. The industrial map of this country is becoming vastly different. Many factories are moving out of the East to get nearer their raw materials while others are going into the East to be closer to certain markets.

Consolidations too are affecting the industrial lives of many communities. Experience has shown that the little fellow cannot exist and profit in the face of the efficiency of a vast organization. So we are having railroad mergers, automobile plant mergers, and utility consolidations. Large newspapers are buying up their unprofitable competitors, and steadily and surely business is being transacted on a larger scale than ever before.

This tendency makes it increasingly difficult for the average city like Vernonia to attract new industries. And moreover new manufacturing plants cannot be induced to locate here as they were attracted to cities like ours in recent years.

The bonus, the free site, and even the large local stock subscriptions are not half so important to the manager of an industry as favorable freight rates, availability of raw material and markets, labor supply and other factors that determine the success or failure of the new venture.

It is, therefore, time for men who want to build up their cities to get down to brass tacks and boost in an intelligent and effective manner.

WHEN WILL IT STOP?

SO many good things have come from the auto that we hesitate to bring against it a charge of promoting a nuisance. But that is what we will feel like doing if the increasing army of solicitors and agents and peddlers and promoters of every description continues to swoop down upon Vernonia. We used to have tramps, before the day of the auto. Now they come in automobiles. We had but few agents and canvassers, because they could not afford to pay transportation, so they stuck to the larger cities. Now they have autos furnished them by the concerns whose wares they peddle, and there is a never-end-

ing stream of them, selling everything under the sun, and taking orders for about everything imaginable, from union plasters to farm tractors. And the worst part of it is that they are not all on the square. More than one citizen of this community has learned to his or her sorrow

We cannot stop this rapidly-growing nuisance because these people have a perfect right on the highways and on our streets. But the public can discourage it to such an extent that it will no longer be profitable for the canvassers by explaining in firm tones that they are doing their buying from their home merchants—or through them. None of these people offer anything that cannot be purchased here at home, or ordered for you by the local merchant—and very often at an even better price than the canvasser offers you. This thing of stamping out the peddling nuisance seems to us to rest pretty much in the hands of our own people.

ABOUT BEING CARELESS

THERE is something sacred about a letter. The writer often reveals more about himself on the written page than he would in direct conversation. And yet there is a carelessness about letter mailing that is hard to understand.

For instance, 21,000,000 letters went to the dead-letter office in 1924, and 803,000 parcels found their way to the same place in the same length of time. You get a better idea of what this carelessness costs when Uncle Sam tells you that he took \$55,000 in cash out of dead-letters last year, besides \$12,000 in postage stamps. And since there was no street address inside the letters, and no return card on the envelopes in which they were mailed, the government had to keep the money. Government reports also show that it costs about \$1,740,000 a year to employ men and women just to look up faulty addresses on mail matter.

All this vast amount, all this misfortune and worry and loss could be saved and prevented and the dead-letter office abolished if only each person using the mails would make certain their letters and packages were properly addressed and mailed in envelopes bearing their return card. We cannot, of course, insure the loss of all letters. But we can insure the citizens of Vernonia and surrounding territory that not one of their letters will ever go to the dead-letter office. Come in and let us explain how good envelopes carrying your printed return card cost but a few pennies more than the blank ones, and you'll join the ranks of the millions who never have to worry about their letters going astray.

KEEP CLIMBING

WATCH an aeroplane some day as it soars and climbs toward the zenith accompanied by the roar of its powerful motor. Smaller and smaller it grows. Fainter and fainter becomes the hum of the motor. Higher and higher the pilot climbs. Then silence. The motor is stopped.

Sailing gracefully as a hawk the machine seems to remain in the heights for a time. How beautifully she banks the curves. How cleverly the pilot holds his elevation.

But like everything in this world she must either climb higher or drop lower. Gradually she begins to grow larger and larger until she points her nose toward the earth and gracefully alights again on terra firma.

The life of a man and the life of a community may be likened to the flight of this machine. When you stop the motor of individual effort or community initiative, you immediately begin a descent to a dead level of mediocrity.

If you desire to improve your opportunities year after year, you must devote your leisure time to those intellectual or mental pursuits which will make you more efficient. If you want Vernonia to stand forth as a better community than the average, you must do your part to create more community spirit. For individual effort and community enthusiasm are the motors which keep the man or his city constantly climbing to higher and better things.

GRAIN GAMBLING

SECRETARY of Agriculture Jardine has just warned the Chicago Board of Trade, and other grain exchanges that unless they adopt rules to prevent manipulation and over-speculation, such as occurred recently, he will ask congress to clean house for them. He claims to speak for the administration, and the Vernonia man who has heard such threats, but never saw any of them executed can now be assured that Mr. Jardine, with the backing of other officials in Washington, means business. He has investigated the sudden rise and fall of wheat within the past few months, and he doesn't hesitate to say it was crooked work. He also says that professional profiteers and not the farmers "cleaned up" on the market. One group of speculators is said to have made \$20,000,000 profit. The president of the Chicago board promised to start at once to carry out Sec. Jardine's suggestion, and it will be a brighter day for the farmers and consumers of this country when he does what he has been told to do.

TIRE PRICES JUMP

THE Vernonia auto owner who bought his tires two or three months ago is fortunate, if saving a few dollars means anything to him, for the price of crude rubber has gone soaring and there are no indications that it will drop anyways soon. Crude rubber is now selling at 70 cents a pound, twice what it was earlier in the year and four times what it was a year ago. Tires can't be made without rubber, though substitutes have been tried time and again. The increased demand for tires because of the larger number of autos in use—they are not scrapped nearly as fast as they are produced and sold—has had something to do with the raise in the price of rubber, and so has the balloon tire, now becoming popular, but which requires

more rubber in the making. Some of these days the rubber problem may be solved. Experiments in rubber-growing in southern Florida may work out successfully. But until that time comes it looks like we are going to have to mark tires up alongside the many other things that went up in price and forgot to come down.

DIVINING RODS

WHERE is the Vernonia man who can't remember of having pointed out to him wells that were alleged to have been dug or driven after someone had located the water with a "divining rod" or "water witch"? Usually this instrument consisted of a forked stick, held in the hand and which was supposed to turn in the hands of the holder when he walked directly over an underground stream. It is a romance we've treasured for years, but like everything else it is being thrown into the discard. The government Bureau of Mines in a recent report says the "divining rod" for locating ore and the "water witch" for finding water are "rank fakes," and are given standing only by the superstitious. This report is made. It is said after the government has spent hundreds of thousands of dollars testing every known instrument or device supposed to find buried treasure or sparkling streams of water. It certainly looks as though, one by one, they're smashing all our idols and taking all the romance out of life.

MONKEY OR MAN

THE latest of our small towns to spring into prominence is the town of Dayton, Tenn. There a doctor had a teacher arrested because the latter was upholding the theory of evolution—teaching the children that Darwin was right when he said man sprung from a monkey family. Now Wm. Jennings Bryan, a foe of evolution theories, has volunteered to prosecute the teacher, and Clarence Darrow, the world's greatest criminal lawyer, and the man who kept Loeb and Leopold from being hung, is donating his services to the defence. The result is the whole world is starting to focus its eyes on Dayton, Tennessee. Before it is over whole families who air opinions freely will quit speaking to each other, and the best of friends will become enemies. And all because a few men cannot accept the teachings of the Book that mankind has had and been guided by for almost 2000 years.

Observance of law is becoming a fad—and one that should be encouraged. The American Legion of Eugene has followed the Progressive Business Men's club of Portland in adopting a resolution pledging its members to strict observance of the laws of the land. American Legion members might well be expected to take the lead in a movement of this kind—and where the American Legion leads the rest of us should be willing to follow. Cottage Grove Sentinel.

SOUND advertising, the kind that carries information and inspiration, by reputable firms or individuals, has almost as much reader interest as the news of the community. Why not? Such advertising deals with the biggest business in the world—housekeeping and the rearing of families—and is an important feature in any newspaper.—N. F. Purcell, the Pioneer Press, Mechanicsville, Ia.

BE PLEASANT

NEVER grant a favor ungraciously. It is better to turn another down than make him sorry he asked for help.

BOTH WRONG

AN argument accomplishes one thing. It convinces both parties of the foolishness of the other fellow.

THE SEASON'S ON

IT IS rumored that a Vernonia fisherman dislocated one of his shoulders telling about the big one that got away

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