

TENDENCIES OF OUR TIMES TOLD BY BANKER-PHILOSOPHERS WHO IS MASTER OF SATIRE

somehow to retain the sympathetic and genial characteristics of a human being; certainly a philosopher Ever hear of Wood Rainwater, It's the name of a banker—a philosopher He lives in Arkansas, in the town of Morrilton. Wood Rainwater is president of Rainwater Bank & Trust Co. and Cloudy Night Rainwater is vice-president—if you don't believe it, the next time you step into the bank that you accord the privilege of

"carrying" your account to explain why you can't meet a note about to fall due, ask for The American Bank Reporter and turn to Page 26.

Imagination pictures Wood Rainwater as a modern David Harum; a good banker, yet without managing and a master of satire, as evidenced by the circular letters he sends out from time to time to the people of Conway county, the latest of which reads as follows:

Dear Customers: I furnish my customers fertilizer, cotton chopping picking and ginning money, yet some of them are going to quit me next year unless I'll agree to furnish stove wood, fishing tackle, chewing tobacco and squirrel dogs extra. I don't blame them. I don't see any other ducks working. Why should my customers do all the work trying

to keep up this community.

This town and county are lucky. It's reported to be the richest people in the United States. Of course some folks have children (little ones) they wouldn't take 8 million dollars for. But really we are lucky. The drought cut off all our corn, hay and potato patches, we won't have any gathering to do this year but our roads are good and gasoline has gone down 1/2 cent. We have a new clear-water swimming pool. On opening night it was free and everybody saved 50 cents. When any fellow here saves 10 cents he buys a new car and saves big money by not having to paint his old one.

Our people are the most charitable people on earth. They never take another man's job. Men have one change of clothes—from fishing to golf. Women one change—bathing suits to party dresses. Lots of farmer boys belong to the golf club—they get some exercise playing.

We bankers have been talking crop diversification for 25 years. We have it now. Nearly every farmer has a coon dog, Ford car, radio and a victrola. Everybody is getting rich drinking their own whiskey. They figure good whiskey is worth \$6 a quart; if they drink 2 quarts a day they save \$12. That's pretty good wages for a plumber of a brick-layer in the city.

The only dark spot that I can see on the horizon is where the banker get the money to pay freight on the corn that the farmer needs to make his whisky next year. But I'm sure the Kiwanis or Rotary club will fix it some way. Any time anybody happens to run out of money here they buy a horse on credit for \$20, tie him on the railroad track and get \$105 for him. Some new comers use cows, but the railroad won't pay over \$50 for a cow. Fellows in other states rob, steal or work for a living. Of course, they haven't had advantage of our railroad education.

I've always heard the fellow who doesn't work has the money and pleasure. Of course I want up-to-date customers; if you work, you wear out your clothes anyway. They say an idea is sometimes worth a million dollars. Looks like out of 2000 smart customers, one of them would have a million-dollar idea. My customers are like the woman who jumped off the 30-story building. Every window she passed she remarked how cool and delightful the temperature was and how she was enjoying the ride and scenery.

I don't like to be a joy-killer and I love to see my customers enjoy life but somebody in 3 or 4 years from now has to work a day or so and recuperate the family fortune and deposit some money in this pec wee bank of mine. Of course I don't mean to insinuate any of you will have to save or economize or work for 3 or 4 years yet. Everybody that spends all their money on cars and gas will be it back from Ford and Rocky. What you spend with them they give you back half when you die and the other half when you come back. Somewhere in the Scriptures it says: "Think not of tomorrow." Most of my customers are good Bible students.

The power of parable and fable! What an indictment of some of the foibles of our day—along with, by implication, a preachment of sound economic principles.—Garibaldi News.

THE MAN WITH THE "PULL" We are always hearing of the man who has made good because he had a "pull" The lads who have fallen by the wayside insist that if it hadn't been for the "pull" the successful man would also be a fizzle. Did you ever stop to think how the average man gets his "pull"? Did it ever strike you that the "pull" came along because he had made good? Look around town and note the successful business men. Look over the state house and at the Santa Fe offices. How many of the brass collars there had a "pull" when they were bare foot boys? Do you recall how lowly some of them started and how early some of them got up in the morning and how hard they toiled throughout the day, all the time never failing to return the answer courteous The lad who works hard and faithfully is bound to acquire a "pull." When there is an opening higher up the boss remembers him and his faithful services, and gives him the chance. The poor boy who is working hard today and keeping his head clear and his eyes open and his mouth shut is very apt to be your banker or your governor or the general manager of the Santa Fe tomorrow. There is no limit to the "pull" that honesty and industry will not return The man who has earned a "pull" is entitled to all the aforesaid "pull" can deliver. The pull never delivers to the lad who cannot make good.—Bert Walker.

Send in news items. The Eagle appreciates to receive them for publication.

Classified Advertising WANTS and FOR SALE

All ads. under this head -re cash with copy. Rates, one cent a word; initials and figures count as words. Minimum, 25 cents an issue.

FOR SALE

FOR SALE—\$50 PER ACRE—150 acres 3 1/2 miles north of Vernonia on river road. About one million feet of fir, good farming land, running water; will sell 30 acre tracts or more. Terms. A. L. Parker, 11F53 134t

FOR SALE—TERMS OR CASH, 5 resident lots. 50x100 each, 1 business lot. by owner, Mrs. J. W. Brown. 13-1t

FOR SALE—MALE COLLIE, 6 months old, cheap if taken at once. House and one acre of ground 1/4 mile east of mile bridge. Cash or terms. D. M. Williams, Box 229, Vernonia, Ore. 13-1t

FOR SALE OR TRADE—FOREST Grove property for Vernonia acreage or town property. P. O. Box 47, Vernonia, Oregon. 10-1t

A FOUR ROOM HOUSE WITH Breakfast Nook, bath and built ins can now be bought at \$100.00 cash and \$50.00 per month. This is one of the best houses in town. See G. C. Olsen, Vernonia Realty. 12-2t

FOR SALE—Choice corner on Bridge street, some terms. E. S. Cleveland 45-1t

WANTED

WANTED TO RENT—FURNISHED or unfurnished house. Eagle Office. 13-1t

WANTED—Old cotton rags at the Eagle office. must be clean. cash paid. 40-1t

LOST AND FOUND

LOST—BLACK TRAVELING BAG containing light blue wind-breaker, pair military brushes, two post cards addressed to Mrs. Anna Schultz, etc. Finder please return to Eagle office for owner 13-1t

LOST—LADIES BLACK PURSE AT Timber, Ore., Saturday night, Oct 31st. Money, silver pencil, Eastern Star and other receipts, value to no in and other. Keep money and return to owner, Mrs. Pearl Ryan, Vernonia, Ore. 13-1t

Some men seem to think if they get into a scrape and the editor mentions i in his paper has to do it out of malice toward them. In When a man starts to make a fool out of himself he completes the job by blaming it on someone else.

African girls, we hear, are now clamoring for American clothes. Has all our uplift work in the Dark Continent been in vain.

Ex-Gov. Henry Allen of Kansas predicts that "the wet issue will be injected into the next Democratic campaign." Certainly some form of stimulant should be administered.

England votes a bonus to prevent a coal strike; we let the strike take its course. And if you study that for a while you will find it works out to about the same thing.

T. J. EDWARDS

(Insured Carrier) Portland - Vernonia Truck Line

VERNONIA OFFICE A. W. Whitaker, "The Cozy" Telephone 673

PORTLAND OFFICE Auto Freight Terminal E. Water and Yamhill Sts. East 8226 — Office No. 11 Portland Resident—Walnut 2380

Professional Business Directory

LODGE NOTICES

Vernonia Lodge, No. 184 A. F. & A. M., meets at Grange Hall every Second and Fourth Thursday nights. Wm. Folger, Master. O. F. TIPTON, Sec., Visitors Welcome

PACIFIC WOODMEN LIFE ASSOCIATION LODGE Meets every Friday night at Sessmans Hall. All visiting Brothers welcome. Emf Messing, C. C. O. L. Bateman, Clerk

L. O. O. F.—VERNONIA LODGE, No. 246, meets every Tuesday night at 8:00 o'clock, in Grange Hall M. L. GAINES, Noble Grand P. O. Mellinger Secretary

Knights of Pythias. HARDING LODGE, 116, Vernonia, Ore.—Meets every Monday night in Grange Hall. All visiting brothers cordially invited. J. W. BROWN, C. C. JACK NANCE, K. R & S.

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

"MARK EVERY GRAVE"

You will find at our shop the finest granite. "Rock of Ages," "St. Cloud," "Ashland," and various other granites and marbles. Reduction in Prices—For Sixty Days—

Mrs. M. N. Lewis & Co. Fourth & Main Sts. Hillsboro

American Legion Post No. 119 meets 2nd and 4th Mon. nites Boy Scouts meet every Fri. night at Legion hall M. E. CARKIN, Com. EUGENE SHIPLEY, Adl.

"HELO, HELO"

Why not try our Sand wiches, pie and coffee also Spanish Beans. Which will be served daily at the

WHITE FRONT KANDY KITCHEN

GRAVEL

Delivered any place in town any time. Good screened and crushed gravel for all purposes.

Pit at Al Parkers Place RAY REASONER Vernonia, Oregon

Loafing, in England, is called unemployment, and the people get paid for doing it. No wonder British people love their country so dearly.

COLLECTIONS

NO COLLECTION—NO CHARGE KNIGHT ADJUSTMENT CO.

Portland McMinnville Hillsboro Tillamook 502 Board of Trade Bldg.

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

DR. H. H. HURLEY Dentistry and X-Ray Evenings by Appointment Office over Halton's Store Vernonia, Oregon

M. D. COLE DENTIST Vernonia, Oregon

Lester Sheeley Attorney-at-Law Vernonia, Oregon

GEORGE H. SHINN President Columbia Co. Abstract Company St. Helens, Oregon

S. WELLS MERCHANT TAILOR Cleaning and Pressing Repairing and Alterations We Call for and Deliver Within City Limits Bridge Street MAIN 891 Vernonia, Oregon

Look! Listen! NEHALEM HOTEL Opp. Gilbey Motor Co. on Bridge Street and Grant Ave. Newly Furnished Throughout Modern and Convenient Catering to the traveling public. You will be cared for at the Nehalem Hotel Wm. Pringle, Prop. Vernonia

CURLEY'S TRANSFER COMPANY

Local Hauling and all kinds of team work Office at Kavanaugh Land Co. SPECIAL CARE WITH FURNITURE HAULING Phone 563 Res. Phone 653 Vernonia, Oregon

SEE THE VERNONIA TRADING COMPANY

for Dupont Explosives and Blasting Accessories

Lime, Brick, Plaster, Cement Feed, Grain and Hay BRICQUETTES—Best heat, no ashes, lasting. Just the thing for incubator heating.

Warehouse South of Depot Vernonia Trading Co. Wholesale and Retail Vernonia, Oregon

HEMSTITCHING MRS. J. E. CROPPER No. 12, Mill View Vernonia, Oregon.

The small advs. get results.

VERNONIA BOOK & ART STORE

J. Merle and A. Kemper

Everything in Magazines, Stationery, Pictures and Books—School and Office Supplies Art and Novelty Goods

We do Picture Framing of All Kinds

Money Saving

SKAGGS

Cash Stores

The Origin and Operation of Skaggs Store

Popular conception of the origin of big business institutions frequently proves, when all of the facts are known, to be quite different from the actual manner of their founding. In general, we are prone to regard business as a cold-blooded proposition, devoid of sentiment or ideals, and to think of large concerns as existing and having always existed for the sole purpose of making profits. It is difficult to picture a vast organization as having once been a tiny, one-man business. It is even more difficult to imagine it as having been founded through rigid self-denial and bitter sacrifice—and with a zeal for public service.

Many people easily attribute altruistic motives and high ideals to men in other walks of life, but for some reason, the soul of the merchant—if, needed, he be credited with having a soul—is supposed to be shriveled and dried up by the flames of his passionate desire for gain. Probably, merchants themselves—or rather, the system under which merchandising has been done in the past—can be held largely of at least a portion of the public. Nevertheless, many of our largest and most successful merchandising institutions have been founded with a sincere desire to render the public a better service than it has been getting and only those men and organizations that have kept the faith and kept alive a deep sense of obligation to their associates and the public have succeeded to any marked degree.

Skaggs Stores originated from the efforts of one man, who, with a sense of public duty, sought to find the means for relieving a situation which was working a severe hardship on a large section of the country and incidentally discovered how richly the public rewards its real servants. This man was S. M. Skaggs, father of the present executive heads of Skaggs Stores—a minister of the gospel by choice and vocation—but at that time a struggling homesteader among a lot of other equally hardpressed homesteaders near American Falls, Idaho.

Some two years prior to the opening of the first Skaggs Store at American Falls, Idaho, in 1915, Reverend Skaggs came west in search of health. The section in and around American Falls appealed to him from the health standpoint, so he filed on a homestead and settled there. As is usual with most preachers, he had very little money and what little he did have was soon expended in the erection of a homesteader's "shanty" and the purchase of a team, tools and such equipment as he necessarily must have. He and his family eked out an existence as best they could and, by reason of his calling and a natural talent for leadership, he soon became somewhat of a leader among his fellow homesteaders.

Prices on all commodities in American Falls were high—to S. M. Skaggs, seemingly much higher than conditions justified—and frequently discussion with neighbors established a concurrent opinion, but how and what steps to take to correct or overcome this condition was the problem.

Eventually Mr. Skaggs evolved a plan whereby he thought he

could operate successfully, a plan which among other things included a program of physical effort for himself which today would be considered little short of bondage. This store could not be an ordinary store nor could it be operated in any ordinary manner. The strictest economy in its installation and operation was necessary, else it would fail in its avowed purpose, which was to reduce prices. To reduce prices, he was practical enough to know that one must reduce operating cost and waste. Therefore, with his purpose of service, built upon a great ideal, he formulated a scheme of operation as practical as it was simple.

S. M. Skaggs had no money and nothing on which he could secure money except his character and to D. W. Davis, then president of the First National Bank of American Falls and later Governor of the State of Idaho, he presented his problem and plans securing \$1,000. On a rented lot on a side street he erected with his own hands a frame building of dimensions 18x32 feet and in this little building in the summer of 1917 was opened the first Skaggs store of the West. In that store S. M. Skaggs toiled diligently frequently for weeks at a time walking two and a half miles daily from his homestead to work and back in the evenings so that all possible horsepower could be used on the farm.

This store was the first unit in a chain, which in a little more than ten years blankets the Pacific Coast and extending as far east as Colorado and Nebraska comprises more than three hundred of the finest food stores.

S. M. Skaggs, some four years after the opening of the first store, with his health regained, returned to the geographical location of his choice and the occupation dictated by his moral conviction—that of preaching the Gospel as he understands it—but many of the methodists employed by him, the founder, are still used; used with knowledge that "He who serves best profits most" and much of the spirit imbued into the lives of the older personnel through their association with him still lives and finds expression.

Next week, "The Opening of the Second Skaggs Store."

SATURDAY & MONDAY FEATURES

- White cooking figs, 2-lbs. for 25c
5-lb. boxes, layer figs 89c
Heinz Catsup, large bottles 29c
Fancy Pack Pineapple, 3 tins 83c
Coffee "White Wrap" 1-lb. 47c
3-lbs. \$1.39
Crown Flour, per sk \$2.45 per bbl \$9.60
Big "K" flour, per sk 2.35
Big "K" flour per bbl 9.29
Sweet Spuds, 4-lb. 25c
Yellow and White Corn Meal, 9-lbs. 49c
1-lb. Skaggs Assorted Chocolate and Carmels in box 33c
BACON 40c
POT ROAST 15c