

The Vernonia Eagle

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SEED CATALOG TIME

Whether the seed catalog is a superstition or a bad habit is a much disputed question and worthy of the consideration of any Wednesday Night Debating Club, but that it is as inevitable in January as New Year's day is indubitable.

Next to a certain mail order house catalog and before the almanac it is the most read of the family shelf of free literature. It might be suggested that it is also the most popular picture book on the sitting room table.

What visions of giant corn stalks, balloon size cabbage, over-populated potato hills, tender lettuce, dazzling beautiful flowers and trim hedges are reared in the mind's eye of dad and mother when the new catalog from the seed company arrives. They pore through its leaves selecting the varieties they will plant in the back yard garden in the spring.

And the kids are not immune from this seed-mania. They fight for the new seed catalog and thumb through its pages in search of good things to eat and the plants and vegetables they will have in their gardens in the spring. With the seed catalogs the kiddies extend the planting, cultivating and harvesting over all 12 months of the year with the best results attained when the garden patches of the grown-up folks are lying idle.

The erroneous impression that spring fever is first contracted in the spring from the early buds or the twitter of the north-bound birdlife is corrected every January when the mail man delivers the first seed catalog, with its appetizing pictures of fresh garden vegetables, early flowers, corn on the cob, red luscious strawberries, mellow canteloupe, and ripening fruit. The mail order seed houses know their business as well as man's failings.

A. PAYING POLICY

While the program for national thrift week set apart only one day for the observance of "Pay Your Bills Promptly," business interests in one city considered this phase of thrift so important that they turned over the entire week to preaching this creed of good credit. The week was also re-christened "Pay Your Bills Promptly Week."

This campaign was not conceived and engineered as a collection scheme. The business men sponsoring it expected to benefit from it, but they also saw in the plan profit for their customers. Creditors financed the campaign to the mutual benefit of both creditors and debtors.

Mercantile accounts are not carried for thirty days or longer without expense to the business holding them. Until paid every store account represents an investment by the merchant and is the equivalent to a cash loan to the customer. Un-

like other loans and investments, however, these accounts do not bear interest or pay dividends. This loss to the merchant is ultimately paid by the public through higher prices.

Credit statistics indicate that the great majority of people pay their bills promptly, but the "good pay" must pay the same prices as the "slow pay." It is another case where the many suffer for the few.

THE FULL PAGE AD

As the newspaper man looks over exchanges coming from various parts of the country, he is impressed with the great use that is being made of advertising. The advertising space used in newspapers has greatly increased.

Take the big city dailies, for instance. If you took the newspaper which before the war used to run an average of about 16 pages, the chances are that that paper will be running today from 24 pages to 32. The enlargement is not primarily due to the use of more news, though the space given to reading matter has increased. The big share of the increase is due to advertising.

It is interesting also to see how many concerns and interests there are that are taking big ads of a half page or full page or two pages. The fact that so many concerns are willing to put up the money for this big display shows how thoroughly standardized advertising has become, and how much it is depended upon for results by those who use it persistently and with judgment. Fortunes are being made every day through advertising, and by this means a multitude of business men are rising out of small and inferior positions into leadership in the business community.

Gold is one of the few things in the world that can either a disease or a remedy.

Now and then you see a fellow who expects to become a howling success by nothing but howling.

Only a short time now until we will be too sick to work and too well to stay home from fishing.

Golf won't take the place of basketball as long as most men think golf scores are typographical errors.

With eighteen hours a day to worry about everything some people spend it all worrying about how they look.

Here's a bit of refreshing news. The United States eats almost \$300,000,000 worth of ice cream every year.

The man who thinks he cannot be fooled already is.

A cynic is a man who mistakes cheerfulness for ignorance.

Only thing you can tell by some watches is what time it isn't.

Gasoline was never plentiful, so look out for an increase in price.

annual conferences held at Corvallis in which the school of commerce at the college will cooperate.

Two general topics for study and discussion this year are "The Store," and "Buying and Selling." Delegates will be divided into groups according to the nature of their business, and this is done in the agricultural economic conferences. The six groups are groceries, department stores, hardware, furniture, drugs, and general stores. Reports of all groups will be compiled and published in bulletin form following the conference.

Oregon Girls Champion Wins Calf Club Honors

A picture and story of Carmen Daniels of Union county, declared the national all-round champion Holstein calf-club girl for 1926 appears in the December issue of the Calf News, a monthly paper published by the extension service of the Holstein-Friesian association. More than 25,000 boys and girls receive this paper, as it is sent to every club member owning a Holstein animal. During 1927 Miss Daniels' picture will appear in each issue of the paper in the upper right hand corner of the front page.

As a result of her outstanding record in the northwest she was awarded the Hollywood special heifer offered each year by Harold Stimson of Hollywood Farms, Washington, at the Pacific International Livestock exposition.

For SALE or TRADE

I have a 40 acre ranch that I will sell, or trade for town property. Thirty acres under cultivation and 10 acres in timber. Good house and nicely fixed inside.

It is the former Mellinger ranch. If you know where it is call and see it. It is 1 1/2 miles from town on stony point road below city reservoir. If you don't know where it is, inquire at the Eagle office for Ratcliffe and I will be glad to show you where it is.

VERNONIA MILL FOR SALE

Including the timber, teams, and all equipment. Lindsay Lumber Co.

PHOTOS

Let the Picture Tell The Story.

HERB M. SALT

Next Door to Postoffice

OUR

Spring Goods Have Arrived

We are going to put on

A SALE

Starting Friday February 25, and running to Monday February 28.

We invite you all to come in and take advantage of the bargains as we will have many things to close out at a big reduction.

COREY ECONOMY STORE

CORVALLIS HOST TO RETAIL MERCHANTS

O. A. C. Feb., 7—Retail merchants from all over Oregon will gather here Sunday February 13 for a four-day annual convention and business conference. This will be the first of a series of four

A BARGAIN

Chevrolet Light Delivery in A-1 condition. Suitable for creamery, or hauling of produce. Small down payment, your own terms on balance.

Gilby Motor Co.

Gland Specialist
Be Well
Endocrine Glands are the source of Prostate, Kidney, Bladder and Constipation troubles, causing High Blood Pressure, Rheumatism, Loss of Vitality, My remarkable treatment re-energizes these glands, restoring health and vitality. Send today for FREE descriptive book.
DR. H. Z. THARP, M.D.
225 Fitch Block - Portland, Ore.

Brown Truck and Transfer

Local and Long Distance Hauling.

Ice and Cold Storage

Storage for Furniture and Baggage

Tel. No. 683. Office Corner Bridge and Weed Ave.

COMBINED

Endorsement



The combined endorsement of the better business men in any community usually designates the home bank in that community. We are especially proud of the representative men of this community who have made this their banking headquarters.

BANK OF VERNONIA

Vernonia, Oregon

During 1926, forest service built 53 miles road and 176 miles trail in Whitman forest.

No increase will be demanded for national forest grazing fees, this year.

Lodge Directory

W.O.W. Buxton camp No. 655 meets every Monday night at seven thirty at the Grange Hall. Visiting members welcome.

C. A. BARNES C.C.
C. C. DUSTEN CLERK.

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

I. O. O. F.—VERNONIA LODGE, No. 246, meets every Tuesday night at 8:00 o'clock in Grange Hall
J. W. ROSE, N. G.
M. L. GAINES, S. C.

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

American Legion Auxiliary Meets first and third Mondays of each month at Legion hall, 7:30 p.m. Visitors welcome. Mrs. H. E. McGraw, President. Mrs. Earl Washburn, Secretary.

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.

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.
Mrs. Minnie Malmsten, Secretary

MOUNTAIN HEART

REBECCA LODGE No. 243, I.O.O.F. Meets every second and Fourth Thursdays in Grange Hall—Vernonia. Visitors always welcome. Mrs. Edna Kilby, N. G.
MRS. IRENE SPENCER, Sec'y

T. W. LARAWAY

Physician and Surgeon
Vernonia Oregon

J. MASON DILLARD ATTORNEY-AT-LAW

Room to Carkin Cleaning Works Here Every Wednesday

DR. ELLA 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.

Knights of Pythias Regain Membership

In announcing the two months campaign to save membership, the supreme chancellor is following a program adopted by the supreme lodge at the recent session. The effort will not be confined to reaching the members of any lodge who still live in the city where they became members, but will, through a clearing house established in each state and province make an effort to reclaim those who have lost contact with the order by moving to other states and cities. The grand keeper of records and seal will report to lodges the names of such former Pythians living in the jurisdiction of the lodge, the reports being compiled from data supplied by every keeper of records and seal in such grand domain.

Under this plan the master of finance and the keeper of records and seal of each lodge are the key men. They will supply the local committee with data regarding every resident member who has been lost to the order and the names and last known addresses of those who have moved away. By using check, supreme lodge officers except to save fifty per cent of the losses sustained during the last five years.

Among the activities of the order expected to interest the man who has lost contact in recent years, is the concerted movement over the supreme domain to estab-

4L Employment Survey Shows Increase in 1926

Portland, Jan. 31—Approximately 21,500 more men and women were gainfully employed in the Pacific Northwest during 1926 than there were in 1925, according to the 4L employment survey just completed by the organization and published in the current issue of the Four L Lumber News.

4L Employment Survey Shows Increase in 1926

Employment in general manufacturing, in which is included woodworking plants and paper mills showed a gain over 1925 of 14,000 workers. The high point for logging and lumber manufacturing

showed 12,000 more workers in 1926 than in the previous year. For mining and minerals the figures were approximately the same. Fishing activities showed a decrease of 1000 workers from 1925.

Agriculture, in which for the purpose of the survey are also included live stock and dairying, showed a gain of 3000 workers during 1926. The total employed under this heading was 332,000 workers in 1925 and 335,000 workers in 1926. This is the largest group in the survey. General manufacturing is next with 261,000 employed; then "merchandising, banking, investment, etc.," with 146,000 employed; and then logging and lumber manufacturing with an average of 107,000 employed during 1926.

At the employment peak of the year, late September, 1926, close to 1,400,000 men and women were employed. The low point of the year's employment began with the New Year and continued throughout January and February, rising gradually to the September peak and then rapidly falling to the December low, which compares with January and February.