

The Vernonia Eagle

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MARK E. MOE, Editor

PATRONIZE VERNONIA STORES

Some residents evidently do not realize to how great extent they are hurting home trade by occasionally ordering goods from small mail-order houses, judging from remarks that have been made since the Eagle started the campaign against out-of-town trading.

"What difference does it make," one resident remarked, "if I send a few dollars to mail-order houses every now and then?"

Were her particular case the only one of its nature in the city, it would make but little difference, but individual cases in the aggregate do make a great deal of difference. She is only one of hundreds who are doing the same thing she is doing, and added together the amounts have been estimated to total \$2000 a month. It is the small buyers that keep the mail-order houses going. While we have no way of knowing what the mail-orders average in any particular house, yet it is safe to say that the sum is only a few dollars.

The \$2.98 you send away today is not much in itself, but when it is pooled with hundreds of other like amounts it makes a substantial sum. That \$2.98, or 69 cents, or however, small the amount may be, is a very important matter in every mail-order house. The small sums form by far the greatest part of the millions of dollars of mail-order business done in this country every year.

So spend your \$2.98's with local merchants. If you do that, you will not only be helping them and your city, but will also be helping yourself by keeping more money in circulation here. If you spend your \$2.98 here, you stand a chance of getting a part of it back some day, but if you send it away the entire sum is taken out of local circulation.

In its campaign against out-of-town buying, the Eagle has called on local merchants to advertise their goods more extensively, so that the purchasing public in Vernonia will be in a better position to buy at home.

MIRROR REAL AMERICA

Turning from the city newspapers to the small town press exchanges that come to the Eagle's desk, is like stepping from the sun, full of life, into an old-fashioned garden sweet with lavender and thyme and the scent of perennial flowers. The pages of the big dailies are full of murder, thievery, immorality and selfishness, that the better news is obscured by these glaring shatterings of the Decalogue. One puts the papers aside with a seeling of depression and heartache that the world is so full of terrible and unhappy things.

Then picking up the papers that record the happenings of the little cities around us in Vernonia, one gains renewed faith in life. Here are set forth only that which uplifts a community, the activities of the business men, the church news the civic good accomplished by the women, school items, the happy social gatherings of the people, the marriages, births, and deaths, farmers items, and all the thousand and one daily occurrences that make up the simple annals of the great common people, who are really the foundation of this broad country of ours.

Scandals are seldom published in the country newspapers, but if it so happens that decency demands it, the uglier details are omitted, or given a kindly touch that is wisely different from the unfeeling publicity of the city press. The offenders may be our neighbors, or people we have rubbed elbows with all our lives. They are real human beings to their home town paper, while to the great city dailies they are merely grains of sort that are ground out hourly in their news mill.

Sometimes people speak lightly of the country newspaper, but it is one of the most potent and uplifting factors in our national existence. The great dailies have their mission, but their scope is too big to touch very closely the inner things of life.

ADVERTISING AND PROGRESS

Advertising has proven itself to be the barometer of progress.

It has not been long since business advertising was as severely criticized and ridiculed as boasting of personal qualifications. At the same time there was as little faith in the claims of advertisements as in the claims of the braggart. Only the quack and the imposter, who had everything to gain and nothing to lose, then resorted to advertising.

Business is ever the standard bearer and apostle of progress, and so it was business which discovered that advertising was a vital factor in all growth. When advertising was admitted to the fireside of business it was not the big business of today. Big business traces its beginning with its employment of advertising.

In its conversation to advertising business was soon followed by industry, commerce and the professions. The benefits of advertising had made themselves manifest in each step forward.

That was the evolution of advertising, until today advertising plays a part in every phase of life and is the working instrument of all except the doctor and the lawyer, who still consider it "unethical" to advertise for business. He may place his "card" in the weekly newspaper, but it is professionally forbidden for the doctor or the lawyer to inform the public of his capabilities.

Nothing in life has attained perfection and evolution as an eternal, ever-continuing advancement. The evolution of advertising will not stop with its adoption by medicine and jurisprudence, but that adoption will establish another milestone of progress.

THE STUDENTS OPPORTUNITY

The vocational guidance conference to be held in Rainier April 29 is an opportunity for the boys and girls who are juniors and seniors in Columbia county high schools that should prove a priceless investment to many. Talks will be made on intracacies, problems and demands of various trades and professions.

It is often the fault of the high school student to have an exaggerated idea of his ability, a superiority complex so to speak, with the conviction that it is only necessary to study the chosen work during four years of college to be at once acclaimed a phenomenal success in that line.

Please believe this, young people, if at the age of 50 you will have become a moderate success in your life work you will then recall that your college training attributed about one-tenth of what should rightfully be called your education.

Many a college graduate will testify that his diploma has been of no value in securing a job for him. In fact, it would appear as a joke if used as a recommendation. For the applicant has found that he desires different work than his diploma would seem to indicate he is best fitted for. Graduates in engineering are selling bonds and apples. Graduates in journalism are cashiers of banks. These folks would be ahead if they had the opportunity of finding out what they were best fitted to before they started to college. And perhaps some would never have gone to college at all.

A number of disappointments will often ruin an otherwise successful career. Young folks, you will need every bit of that confidence you now possess, all your life. Be cautious about your start—for you haven't started yet, and then when you are sure of your chosen work, keep everlastingly educating yourself in that field. Therein lies the greater pleasure of living.

Evangelist Teddy Leavitt asks, "Isn't it hard enough to fight the devil, without fighting among ourselves?" Yes, but some folks will insist on keeping in practice for future wars.

While combing his yard yesterday, Mike Juniper paused to reflect that so far, the 1927 battle of weeds is still in his favor.

The Legion building will have a natural weather stain before it is completed if continued bad weather keeps workers away.

The despised penny became the most popular coin of the country on Easter Sunday.

Stocks in "community pride preferred" will soar after the annual Vernonia house-cleaning today.

Soft words turneth away black eyes.
It's a great life if you don't waken.
A bad prophet is a loss.

NOTICE OF ADMINISTRATRIX'S SALE

In the County Court of the State of Oregon for the County of Columbia.

In the matter of the Estate of William Thomas Hatten, deceased.

Notice is hereby given, that pursuant to an order of the County Court of the State of Oregon for the County of Columbia, duly made, dated and entered on the 21st day of March, 1927, in the matter of the Estate of William Thomas Hatten, deceased, authorized and empowering the administratrix thereof to sell all of the real property of said estate, at private sale, will, from and after the 25th day of April, 1927, sell at private sale, to the highest bidder for cash and subject to confirmation by said Court, and continue to offer for sale, until sold, the following described real property, belonging to the Estate of William Thomas Hatten, deceased, to-wit:

Lot numbered one (1) in block numbered twelve (12), original town of Vernonia, within Columbia county, Oregon, for the purpose of paying the claims, costs and expenses of administration of said estate; terms to be: Cash in United States gold coin, ten per cent to accompany bid, balance on confirmation of sale, all bids to be directed to the undersigned at Vernonia, Columbia county, Oregon.

M. B. Hatten, Administratrix of the Estate of William Thomas Hatten, deceased. Date of first publication March 24, 1927. Date of last publication, April 21, 1927.

NOTICE OF SCHOOL DISTRICT BOND ELECTION

State of Oregon, County of Columbia, School District No. 47, ss.

Notice is hereby given that at the school district bond election hereby called to be held at Washington school, Vernonia, Oregon, in and for school district No. 47, of Columbia county, Oregon, on the 30th day of April, A. D. 1927, between the hours of two o'clock p.m. and seven o'clock p.m., there will be submitted to the legal voters thereof the question of contracting a bonded indebtedness in the sum of \$75,000.00 for the purpose of reconstructing or remodeling the present school building and erecting and furnishing new classrooms, gymnasium and auditorium in and for said school district; the vote to be by ballot upon which shall be the words "Bonds—Yes" and "Bonds—No"; and the voter shall place a cross (x) between the words "Bonds" and the word "Yes," or between the words "Bonds" and the word "No," which indicates his choice.

The polls for the reception of the ballots cast for or against the contraction of said indebtedness will, on said day and date and at the place aforesaid, be opened at the hour of two o'clock p.m. and remain open until the hour of seven o'clock p.m. of the same day.

State Laundry Company

FOR GOOD LAUNDRY WORK

We call and deliver TUESDAYS and FRIDAYS—Leave orders with S. Wells, Tailor, Phone MAIN 891

The Man Whose Time is Worth Money

It is the man whose time is worth money also the man who wants to make his time earn him every possible dollar, that knows the value of a favorable contact with a strong bank. This contact, made when young, grows into a most carefully guarded asset later in life.

BANK OF VERNONIA

when the same shall be closed.

By order of the District School Board of School District No. 47, of Columbia county, Oregon, made the 8th day of April, A. D. 1927.

O. S. Poynter, Chairman, District School Board. Attest: Lillian Brown, District Clerk.

Farm Reminders

Crops like potatoes and corn are easily and cheaply cultivated in Oregon before the crop is planted reports the experiment station. Weeds are killed before planting with large implements as the disk and harrow. Early plowing followed by disking and harrowing at frequent intervals kills the weeds. Shallow cultivation is best later in the season because it does not bring up more weed seeds.

Corn utilizes manure applied in the spring better than most crops,

Coming to Portland Dr. Mellenthin

SPECIALIST

in Internal Medicine for the past fifteen years

DOES NOT OPERATE

Will be at Benson Hotel

THURSDAY, FRIDAY and SATURDAY, MAY 5, 6 and 7.

Office Hours: 10 a.m. to 4 p.m.

THREE DAYS ONLY

No charge for consultation

Dr. Mellenthin is a regular graduate in medicine and surgery and is licensed by the state of Oregon. He does not operate for chronic appendicitis, gall stones, ulcers of stomach, tonsils or adenoids.

He has to his credit wonderful results in diseases of the stomach, liver, bowels, blood, skin, nerves, heart, kidney, bladder, bed wetting, catarrh, weak lungs, rheumatism, sciatica, leg ulcers and rectal ailments.

Below are the names of a few of his many satisfied patients in Oregon who have been treated for one of the above-named causes:

Mrs. H. H. Blake, Marshfield.
Mrs. I. V. McAdoo, Seio.
W. L. Kirby, Bend.
M. E. Anstadt, Astoria.
Mrs. Fred Krurow, Grass Valley.
Mrs. Lewerenz, Portland.
Mrs. C. H. Horning, Hauser.
Mrs. J. L. Henderson, North Powder.
Mrs. Andrew Anderson, Westport.
Remember above date, that consultation on this trip will be free and that his treatment is different. Married women must be accompanied by their husbands.
Address: 211 Bradbury Bldg., Los Angeles, California.

according to the Oregon experiment station. Spring applications of manure give better results on corn ground than on wheat, oat or barley crops.

Lodge Directory

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

A. F. KOSTER, C. C. C. C. DUSTEN, CLERK.

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

I. O. O. F.—VERNONIA LODGE No. 246, meets every Tuesday night at 8:00 o'clock, in Grange Hall. O. E. Enstrom, N.G. G. B. Smith, Sec'y.

AMERICAN LEGION AUXILIARY

Meets 2nd and 4th Wednesdays at the Grange hall.

Mrs. H. E. McGraw, President Mrs. Earl Washburn, Secretary.

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

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 Malhust, 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 Kirby, N. G. MRS. IRENE SPENCER, Sec'y

J. MASON DILLARD

ATTORNEY-AT-LAW

Next to Carlin 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

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DENTISTRY AND X-RAY

Evenings by Appointment Office over Brown Furniture Store, Vernonia Oregon

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