

The Vernonia Eagle



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PUTTING BUSINESS INTO FARMING

Almost any locality can make its own place in national or international life. Petaluma, California, did it with White Leghorn hens. Tillamook, Oregon, did it with cheese. Jericho, Utah, does it with the great wool pool, that sells only top wool in one prize scale. Idaho Falls, Idaho, does it with potatoes. Wenatchee, Washington, apples are internationally famous, and so on through a long specialized list.

In every case the profits result from high grade uniformity. The producers do not trust to luck, or to individual idiosyncrasies; they agree on a standard, and enforce it. The "Independence" of the farmer becomes a myth in every one of these high priced specialty products; independence, that is, to produce freak stuff by freak methods. But they become independently rich; which is better than mere license to do foolish things in a foolish way.

A grain company that was urged to buy in one of the most fertile sections of the Mountain West, refused to buy grain there. "We want standard grains," it said, "and no two of you raise the same kind of stuff. Your wheat is mongrel; your oats are all the way from white or red, to black; your barley is piebald and will not grade in any market. We'll go out of business before we'll buy in any such a district."

The adoption of a high standard product, and the cumulative aid of every affiliated grower to keep up the standard and make the supply adequate to fill the market every year, is one sure way out of the agricultural doldrums.

NEWSPAPER ADVERTISING BEST

Newspaper advertising affords the avenue that returns the largest business to the merchant. Based on experience of many years this statement is made by D. F. Kelly, president of The Fair, famous Chicago department store.

"Without appearing to hold a brief for the newspapers," he states, "I am of the definite opinion that, dollar for dollar, our return from newspaper advertising is much greater than from any other form of advertising. We would advise manufacturers to link up their advertising with the advertising of local dealers. They will thus inform the public where their product may be had and should produce the best results."

VACATION TIME

Something more than a change of location is necessary if vacationists who are able to take only two weeks from their work each year are to get the best results from the time. There should be as nearly as possible a complete reversal of the activities of the individual during his employment at home.

The surgeon general of the United States Public Health Service says that indoor workers should make as nearly as possible a complete change to outdoors, and that with which they are familiar in their employment.

The fact is that very few persons are overworked physically, but what they need is a change of environment that will give them the mental relaxation that is necessary if the keenness for their tasks is to be restored in the brief time usually available for vacations. There should be a minimum of suggestion of the job which has been temporarily abandoned.

Vacation should be a definite change from vocation, and unless this can be secured to the maximum degree much of the value of the period of relaxation will be sacrificed. The person who can manage to adapt himself promptly to conditions that will produce the desired results may count himself fortunate.

It should not be necessary to suggest to any one the wisdom of carefulness in the matter of eating and drinking when on vacation. That is taken for granted. Mere physical rejuvenation will not be possible at its best unless the mental attitude of the vacationist towards life in general has been quickened by contact with places and individuals.

GOOD OLD SUMMER TIME

The human race needs the summer time in which to cool off. The beasts abominate; they have no strenuous intellectual life. They don't worry about possible fights, short crops of berries, probable hard winters or opinions of their neighbors. They get fat in summer and sleep through the winter.

But humans need to estimate to get the same rest-up from their period of greatest activity. They have lived a thousand years in one during the long winter. They have had their own fears and the fears of the world, in addition to the multitudinous cares of their own business and other interests. They have crowded on all steam to get through their social engagements; they have worked hard at their amusements; they have been over-vexed and over-elated most of the time. Such is the tension of modern life in winter time.

Forget it. There's a big wheat crop; cherries are cheap; the hens are laying. It's a big year, a fine year, a fat year. The bands play dreamy music; listen and don't think. The sun is bright, the big flies are buzzing; it is a drowsy time. The mood of nature is right. Without the relaxation of summer the race would go stark mad. Let no man condemn himself for longing for vacation. It were better for us to see to it that every last human being whose brain has run hot with the friction and the strain of living in days like these, should be guaranteed his period of rest and forgetfulness.

WHAT VERNONIA CAN BE

Nothing is in such bad taste as the form of community criticism that is pure and unadulterated "knocking" without a semblance of constructive review. It is especially unbecoming issuing from a business man.

Constructive criticism may find fault with existing conditions but it always is said in a way that sounds like boosting. "Knocking" is talking too much about what the community isn't. "Boosting" is talking about what Vernonia is and can be.

The man in business, whether or not he deserves it, gets most of the credit or blame for what his community is. If he criticizes adversely he is, in the public's eyes, just belittling his own work. But it is never unbecoming for him to boast of the many good qualities possessed and acquired by his home town.

That community which is without faith in itself is without hope. And if its business men lack faith in it how can the community expect to enjoy the faith of the lay citizen? However, the faith Vernonia demands of its citizens is not the blind faith required of citizens of less fortunate cities.

The wise business man never knocks, regardless of how bad business may be. He knows the "hammer" may rebound and strike him. Knowing on optimistic public is a buying public and that consumers tighten their purse strings with the first cry of hard times, he exhales optimism with every breath.

MAKING SHOPPING EASY

This is truly the age of advertising, and ever expanding. One, who counts himself among the "common people," on reading the advertisements in his newspaper remarked that it is dangerous to the purse to read the advertisements too carefully because you can not even scan them without finding something you want and at a price and of a quality you can't afford not to take advantage of.

It can not be charged against newspaper advertisements that they force upon the public unwanted merchandise. They do, however, inform the public where their merchandise wants can be fulfilled and at the lowest cost. The public, with the assistance of newspaper advertising, is now able to buy intelligently and expeditiously. Before the buyer enters the store he or she knows where desired articles may be purchased and where the most favorable prices are obtainable. Newspaper advertisements have eradicated the hit and miss and the hurry and scurry from shopping.

Summer was officially ushered in with good weather, at last. Let us hope, however, that we shall be blessed with an occasional rain to save our forests from the hunger of fire.

It frequently happens that when a man is dead in earnest, he gets the reputation of being a live one.—Los Angeles Times.

Radioed from USDA

The prevention of stunted growth and death losses among young livestock will make stock raising more profitable. The threat against an animal's life is greatest at birth, or shortly afterwards. The chief causes of early deaths in livestock fall into two general classes: First those capable of considerable reduction, chiefly through eradication of disease among the mature stock proper hygiene, sanitary isolation, and medical treatment. In this class are tuberculosis, acute respiratory diseases, certain acute contagious diseases, and some diseases caused by animal parasites. In the second class are those diseases capable of great reduction through proper feeding, air, and sanitation, such as acute diseases, goiter troubles, prematurity (if not too great,) and many forms of parasitism.

Experience shows that the swine sanitation system helps to prevent hollise mange, dietary deficiencies, cholera, and other ailments to a large extent. This is to be expected from cleanliness. Separate young animals from groups of older animals and their infected surroundings. Safe and sufficient food and water supplies, and the necessary shelter and shade also contribute to thriftiness and rapid growth. Write to the United States department of agriculture for a full account of the swine sanitation system.

Any hen will lay in the spring. Many more eggs are produced in the spring than are consumed at that time, while in fall and winter there are not eggs enough laid to meet the consumer demand.

The U. S. department of agriculture is now developing hardy

chrysanthemums which will bloom early in the northern states and yet withstand the vigorous winters.

Forest Grove—2 new type electrically operated recirculating prunedriers for orchardists being constructed near here costing \$7,500 each.

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. Enstrum, N.G.
G. B. Smith, Sec'y.

AMERICAN LEGION AUXILIARY

Meets first and third Mondays of each month at the Legion 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. M. McGraw, Commander.

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

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
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Vernonia Oregon

DR. W. H. HURLEY

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Office over Brown Furniture Store, Vernonia Oregon

M. D. COLE

DENTIST

Vernonia Oregon

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Memorials in Granite and Marble At Reduced Prices
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These are HATS that the smart miss will eagerly want, since they present a most charming array of the newest styles at prices much less than usual.

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

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Gravel—
Brick—
Lime—
Cement—
Drain and Culvert Tile—
Sewer Tile and Roofing—

Priced Right

Vernonia Trading Co.

Oregon-American Lumber Company


