

# The Vernonia Eagle



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MARK E. MOE, Editor

## VERNONIA STORES

Retail stores are doing business today on a smaller margin of profit than ever.

The higher range of prices prevailing since the war has stimulated competition and has forced retail trade to remodel its system of operation and to make every possible improvement and economy in its methods. The stores are saving a margin for the public as a result of improved distribution methods.

Merchants today are putting more brains in their work. They get better expert advice, they understand markets better, they train their employees to render better service.

The best way to make the people of Vernonia realize the fine quality of the service they get from their stores is by consistent advertising of those stores. As they read the newspaper, advertising people learn about special chances to buy goods which they would never have known about otherwise.

They learn that stores are carrying lines that they knew nothing about. They get information warning them of conditions that tend toward higher prices, and showing them now they can save money by prompt purchasing. They learn that their home merchants have been scouring the country to obtain the best merchandise obtainable. They discover that their home stores are working mightily to provide the necessities and conveniences of life at the lowest possible price consistent with substantial merit.

The advertised store is the appreciated store.

## DEATH TO THE FLY

If there is no breeding place for flies there will be no flies. The almost total disappearance of stables from cities has removed a prolific source of fly propagation. But not all the spots which assist the fly in preserving his species were in the vicinity of stables. Where there is filth there will be flies and where flies go there will be some of the filth accompany them.

Time was when flies were endured as an inevitable annoyance without an appreciation of the menace to health their presence is. They swarm because no effort was made to eradicate them. That era is past but there are those still who tolerate conditions which in effect are not inimical to the interests of the fly. Not every house occupant can prevent flies from seeking entrance but everyone can keep them on the outside. It is within the province of all to refuse to purchase food products which are accessible to flies.

Were everyone to eliminate breeding places on his own premises and to screen and swat, the fly soon would become as completely extinct as the monsters of which we know only through their fossil remains. The fly is small but he makes up in industry persistence what he lacks in size. We become alarmed when an epidemic threatens, yet too many of us tolerate the fly when we know his capacity as a disease carrier. Because he is no novelty we minimize the peril which he may transmit.

## THE PATHFINDER

No man liveth unto himself alone. All need pathfinders. Newton, the scientist, said, "If I have achieved anything in science it is because I have stood on the shoulders of giants."

The young student takes it as a matter of course that he shall follow the old masters. If music, he sits at the feet of great guides, Bach, Beethoven, Chopin. If art, he works for hours before copies of the great masters, Raphael, Michael-Angelo, Murillo. The student not only knows the value of the pathfinder, but is happy to acknowledge the debt he owes these immortals.

So it is in business. The man who gets to the front in industrial or commercial life is the man who is closely in touch with everything the leaders in his

line are doing. Businessmen are not ashamed to follow the pathfinder.

The greater the man, the more frankly does he acknowledge his debt to men still greater than himself. Plato sat at the feet of Socrates, Aristotle at the feet of Plato. Raphael learned his art from Angelo, and Corregio from Raphael.

None but a fool feels himself to be self-sufficient. The best of men must acknowledge their masters. Few there are in the galaxy of world stars that shine by themselves without the added luster of borrowed glory.

It is not weakness to have a pathfinder, but rather a mark of good sense.

## THE CRIME OF CRIMES

Americans usually take the side of the weaker. This characteristic shows itself in sports, in business and in everyday life generally. It is a national trait of good sportsmanship. Unfortunately, however, it sometimes gets warped; it sometimes creeps in where crime is concerned. This attitude may be responsible in a measure for the public's indifference toward arson and incendiarism in the past.

Yet there is proof that this attitude is changing. "There never was a time," asserts the National Board of Fire Underwriters, "When the man who started a fire for gain to himself had less public encouragement. The public is making itself felt in the number of successful prosecutions in arson cases."

For the man who in the heat of anger, or in dire necessity, commits a crime some sympathy may be felt. His deed may be eternally wrong and yet be tinged with an element of pity. But no excuse whatever can be offered, no prison term can be too long, for the man who in cold blood applies the torch to serve his own greedy ends.

To destroy American property which in many cases can never be replaced, to endanger life, to strike at the economic welfare of the country, all this the arsonist does. And why? Merely to benefit himself or another through the collection of insurance.

Hence it is that we say to The National Board of Fire Underwriters, to the Fire Marshals of America, to every force engaged in fighting the source of arson: "Go on; follow every avenue that may lead to improved conditions, to more certain retribution." Vast as is America, there is no room here for the arsonist, for the perpetrator of the crime of crimes.

## USE MARRIAGE PROTECTION

The custom of going to Washington to get married appears to the average citizen of this state as the height of folly. Perhaps the word "custom" is an exaggeration in this sense, but one hears of these journeys so often that it seems sometimes to be the rule rather than the exception.

Oregon gives the young women of this state the protection against venereal disease that their future spouses may have by requiring examination of all males applying for a license to marry within 10 days before making that application. Without asking a sense of loyalty to the state, the young women is foolish who does not use this protection that is offered, which in a few cases might relieve her of a life of agony and ruined happiness.

The laying on of hands may have cured few diseases, but it worked wonders in chronic cases of impudence.

It takes all kinds of people to make a world, so almost anyone should be able to fit in somewhere.

The man who slaps your face instead of your back plays fair. Ethics permit you to swat him in return.

Next to persons who know how to run a newspaper probably are those who are sure they could write a book if they had time.

It does absolutely no good to try to guess a woman's age. No man would have the courage to tell the truth if he were certain of it.

With the girls all working, young whippersnappers may get the notion that a helpmeet is one who will help meet the expenses.

Long hair, says a woman's page note, will come back slowly, if at all. Bobbed young ladies who are trying to grow it already knew that.

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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

Vernonia Post 119, American Legion. Meets second and fourth Tuesday days each month, p.m. H. E. McGraw, Commande

Hebrew Chapter 153, O. E. Regular communion first and third Wednesday 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. Meets every second and Fourth Thursdays in Grange Hall—Vernonia. Visitors always welcome

Mrs. Edna Kilby, N. G.  
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