

The Vernonia Eagle



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BLESSED BE DRUDGERY

It is hard to believe. So many of those whose work is some form of drudgery complain about it, instead of being thankful about it, that the notion that drudgery is something to be escaped from if possible has become widely diffused.

Men commonly yearn to become rich not because they may use their riches as a means of serving their fellows but because by means of riches they may be relieved of the necessity of work.

Even the Scriptures themselves seem to treat work as an evil. In the so-called Mosaic account of creation, it is the penalty that the Lord imposes upon the man and woman in the garden for their disobedience.

In spite of all this, in spite of the seeming opinion of the author of Genesis that the ideal state is one of idleness, in which bread may be eaten otherwise than in the sweat of one's brow, it is because we have to go morning after morning, through rain and through shine, to the appointed spot and do the appointed work; because, and only because, we have to stick to that work through the eight or ten hours, long after rest would be so sweet; because the schoolboy's lesson must be learned at 9 o'clock and learned without a slip; because the accounts on the ledger must square to a cent; because the goods must tally exactly with the invoice; because good temper must be kept with children, with customers, with neighbors; in short, without much matter what our work be, whether this or that, it is because, and only because of the rut, plod, grind, humdrum in the work that we at last get those necessary self-foundations laid, namely, attention, promptness, accuracy, firmness, patience, self-denial and all the rest.

The whole make-up of the human being shows, as somebody has aptly said, that we are intended for activity. Behold the millions of nerves, and the thousands of muscles, in the body!

Well, work, work! Produce produce, produce! This was the cry of Thomas Carlyle, and Carlyle was but echoing the mandate of the natural law. Nature is not slow to punish the shirkers. Those who live by their wits; those who despise labor (and the laborer); those who undertake to overwork in order to be able to live in greater luxury without work, these are the men whom Nature delights to dishonor. They may build themselves king's houses and surround themselves with servants, but they cannot deceive her, and unless they come to her obediently and consent to do the allotted task, their diseased bodies and their unoccupied minds obtain a frightful revenge upon them at last.

THE WONDER WORKER

There is probably somebody in this great country who does not know that "advertising pays," but if there is he, or she, is woefully ignorant of American business and commercial achievement. Those two words, "advertising pays," form one of the fundamental rules of business and joined with "service" spell success to the businessman who observes them.

All of America's phenomenal business enterprises can trace their growth to large scale advertising. By advertising, exceptionally the trade name "Kodak" the Eastman company gained preeminence in manufacture and sale of cameras and photographic supplies. Newspaper advertising and the poster board formed the magic carpet on which such products as Wrigley's gum, Fletcher's Castoria the Ford, the Victor talking machine and countless others soared to world-wide fame and to fabulous wealth for their creators and advertisers. Unceasing and unbounded advertising explains why the American says "Kodak" for camera, Victor for phonograph, "Uneeda Biscuit" for cracker and "Hershey bar" for chocolate bar. In every kind of business there is some far-seeing and enterprising manufacturer, distributor or merchant who places himself and his product above the

common level by setting advertising to work for them.

What has been accomplished in the past through advertising is being duplicated or excelled today by national manufacturers and local merchants. A new fabric is made famous and given a national demand almost overnight by widespread advertising. A new automobile builds up a national demand for itself months before it is placed on display with the aid of extensive advertising. In every community there are old merchants who have retained a thriving trade through many years by regular and heavy advertising or who are building up prosperous businesses in new stores by the old rule "advertising pays." Advertising has become just as essential to business success as service and a storeroom.

GOING FORTH TO SLAY

An organization of sportsmen in a western state, has accepted a list of 24 birds and beasts that its members, incited with tempting prizes offered by a powder manufacturer, are going forth to slay.

These birds and animals are outside the law, having no legal protection, and the hunter is supposed to be pulling the trigger in a good cause, the creatures are called vermin and pests.

These so-called vermin shoots of hawks, owls, bobcats, etc., are declining in popularity, as science is revealing a balance in the animal kingdom, which if destroyed, the natural prey of birds and animals listed that do not minister directly to men's welfare, become destructive pests that cost the agriculturist dearly.

All the 24 birds and beasts are known to scientists as performing some valuable function contravening man's right to kill, as even the English sparrow and the crow are more than earning their living in destroying aphides and cutworms.—Manufacturer.

TRACTORS ESSENTIAL TO ROAD BUILDING

Whether it was the auto that forced good roads, or good roads that made possible the auto, is of small consequence. Certainly both are here. The United States has more than 20,000,000 autos—one for every five inhabitants, more than 12 times the world average of one to 66.

In addition to building thousands of miles of new road annually, which can be done only by using modern tractors and road equipment, the United States is salvaging and reconstructing thousands of miles of worn-out macadam, gravel, cement concrete, and asphalt roads by resurfacing the old base with a waterproof course of asphalt concrete.—Manufacturer.

DOLLARS DO NOT GROW ON TREES

The manner in which taxes are mounting and the staggering burdens they are putting upon all the people should give concern to every individual who has any interest in the future of our country. It seems to be easy to incur obligations and get into debt and correspondingly difficult extravagance and get free from our bond warrant and interest burdens.

While federal taxes have been reduced by hundreds of millions since 1921, state and local taxes have risen twice as fast as federal taxes have been reduced. Local taxes of municipalities and districts of one sort and another, which are organized on various pretexts for the purpose of levying some new form of tax, are responsible for the orgy we are passing through.

Every tax dollar comes from the pockets of the people. It does not grow on money trees. Every dollar wasted or spent unnecessarily is a dollar of capital destroyed. It has ceased earning, developing and producing.

Business and property cannot forever endure this increasing drain, this steady conscription of capital.—Manufacturer.

The censor at a New Jersey beach says he has never seen a beautiful bather in scanty attire that he did not turn to look. Isn't that just like a man!

It is said that gowns now coming into fashion make it possible for a woman to dress in 55 seconds after spending three-quarters of an hour deciding which one to wear.

Vermont is said to have one of the lowest reckless driving records in the country. In Vermont the driver is almost always going up hill.

Three-fourths of all motor vehicles are sold on credit. Riders pay as they go.

Immigration to Oregon Brings Great Increase Of Substantial Farms

Portland, special—That the tide of immigration to Oregon continues to bring substantial farms of means and ability is the testimony presented during the past week by various Oregon commercial organization secretaries to W. G. Ide, manager of the land settlement department of the state and Portland Chambers of Commerce.

The consensus of opinion of those engaged in land settlement work throughout the state appears to be that the results of the department's work are of increasing value because of the large percentage of bona fide prospects among the lists of inquirers furnished by Portland office to the local organizations. Elimination of undesirable prospects from the follow-up work to be done by local committees is saving expenses and effort and bringing worth while returns.

C. T. Baker, secretary of the Medford Chamber of Commerce, called on Mr. Ide during the week and reported very active land settlement work in Jackson county where over 30 families have been located near Medford since the first of May. J. H. Fuller, secretary of the Ashland Chamber of Commerce, another visitor during the week, indicated that the percentage of permanent settlers among inquiring homeseekers was greater this year than last and Ashland has located a number of desirable farm families. Most of those settling in Southern Oregon came to this state from California.

Eastern Oregon is likewise coming in for its share of the lively interest of farmers. W. C. North, secretary of the Baker Chamber of Commerce, recently called at the state chamber office and re-

ported a much larger volume of inquiries from farmers seeking property than a year ago.

The automobile registration at Ontario also reports a substantial increase of eastern cars bringing people looking for permanent locations in Oregon.

Interest of Californians in Oregon is not confined to general farms according to William Farr of Riverside, California. An old time cattle man now operating both on cattle ranges of California and Mexico, Mr. Farr consulted with the state chamber of commerce for information regarding the livestock business in Oregon. He asserted that there was a reviving interest among California cattlemen in their industry, and that many are looking to Oregon with a view of engaging in the business here.

Oregon's system of land settlement is proving helpful not only to those who receive its benefits in selecting a home, but also to other countries interested in colonization according to Mr. Ide. Hugo Miatello of Buenos, chief of the rural development department of the Central Argentine railway, spent several days in Portland and other parts of Oregon during the past week, studying the local methods of land settlement. Mr. Miatello, accompanied by E. J. Sierra of San Francisco as an interpreter, is on his way from Argentine to Europe, and was greatly attracted by Oregon's resources and her methods of bringing settlers to occupied farm lands.

To have sound apples and pears and not wormy ones an Oregon orchardist sprays his trees with a solution of lead arsenate the experimental station repeats. The standard dilution is 2 pounds powdered lead arsenate to 100 gallons of spray solution. Four applications are usual; in unusual seasons five are necessary for satisfactory protection.

**PLANER ENDS**  
Oregon-American, delivered during July, August and September for \$1.50 PER LOAD.  
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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 Tuesdays each month, 8 p.m. H. E. McGraw, Commander.

N. Salem Chapter 153, O. E. S. Regular communication first and third Wednesdays of each month. All visiting sisters and brothers welcome.  
Bessie Tapp, W. M.  
Lona 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.  
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