

The Vernonia Eagle



Issued every Thursday \$2 per year in Advance

Entered as Second Class Matter, August 4, 1922 at the Post Office at Vernonia, Oregon, under the Act of March 3, 1879

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GETTING NEW BUSINESS

The progressive business firm finds that it needs to be constantly making new friends and creating a new circle of customers. If it just depends on satisfying those who have previously bought its goods, it is likely to see its trade diminished. Population changes more rapidly now than formerly, and if a firm has a certain list of customers this year, it can expect, as the result of all the changes that naturally occur, that a considerable proportion of those customers will not be on the list in a year or two.

Also people are changeable in their habits, and unless a very energetic effort is made to hold old customers by advertising, a lot of them will go elsewhere, attracted by the various inducements that are offered them.

People are not much inclined, as they were often formerly, just to trade at one place or a few places right along year after year. They are quick to get the idea if some firm seems to be hustling a little harder than its competitors to please the people, and no feeling of habit or sentiment of loyalty is apt to hold them if they think they can do better by going elsewhere for something they want.

By an active campaign of advertising, a firm can keep making new business friends, to make up for those who drift elsewhere. It does not take elaborate persuasion to win such new customers in these times.

People are ready to go to any place of business where the spirit of enterprise and hustle seems to prevail. A concern that makes it a regular practice to advertise, even if it does not take any great amount of space, will have a constant stream of inquirers entering its doors, who will more than make up for old customers who go elsewhere.

LIFE IN THE COUNTRY

Considerable discussion is heard these days as to the means that may be adopted to keep folks on the farm. The situation has become serious, for many experienced farmers are moving into the cities, either for the purpose of earning what they consider easier money, or to use their savings in giving their children and themselves the advantage of city life. Whatever the cause, the situation remains, and it constitutes a problem that may well engage the attention of national and state authorities. The fear is expressed that the production of food may become reduced to such an extent that the scarcity will not only greatly increase prices but threaten the welfare of the people.

While the reasoning is purely academic and subject to the views of each individual it is probably true that the persons who make occasional trips from the rural districts to the larger towns enjoy these visits and the things they see much more than those who see them every day. It is a case where familiarity sometimes breeds contempt. In the matter of better school facilities in the towns, there is in most cases no place for argument, although some progress has been made in a number of states to bring about a centralization of teaching that gives country pupils some of the advantages of the city in a course of study.

There is nothing to justify undue pressure to keep men and women and boys and girls on the farms. Rural life should be so attractive in itself that enough persons will make choice of the country life to insure the crops of grain and quantities of other foodstuffs needed to maintain all the people at a reasonable cost.

NO CAUSE FOR WORRY

There is always more or less worry connected with money. Those of us who do not have it worry about getting it, and those of us who have it are often put to a great deal of worry in hanging on to it. In addition to this no little worry is brought on by the desire to make a jitney grow where only a penny grew before. It seems as though poets and philosophers

have conspired to bring money into disrepute, so anxious are they to tell us that the mere possession of it is a great burden.

In more recent times there has come to us the warning that money carries germs. Germ experts even went so far as to demonstrate that a bank clerk's occupation was particularly hazardous because he handles so much money. But now this dread has been dispelled. After exhaustive investigation on the subject of money as germ carriers two Illinois University experts assure us that this danger has been greatly exaggerated. It seems that the metals from which coins are made act as destroyers of bacteria.

This relieves us of the worry connected with the handling of money. The next thing for some expert to do is to tell us how we may be relieved of our worries in trying to get hold of it.

A REAL GOLD BRICK

A few years ago the people of San Francisco were told that a municipal street railway would be a "gold mine." They built the line and paralleled the private company's tracks on the main street of the city.

The private line has continued to run and pay large taxes. The municipal line has also continued to run, tax exempt, but it is no gold mine. Last year it showed a loss of \$55,873. If it had paid taxes like the private company, it would have shown an additional loss of \$327,058, or a total of \$382,931 for a 12-month period.

It is sometimes easy to sell a man one gold brick, but not so easy to sell him another, as is being demonstrated in San Francisco.—The Manufacturer.

THRIFT DEFINED

Thrift should not be confused with miserliness. Thrift is merely the valuable quality of being able to spend money wisely and well, not foolishly. Wise investments make for sound business, and greater business. Wise spending makes for better products in all lines, and increased production. The miser is one who dislikes spending money no matter how worthily. He is one of the greatest enemies of progress.

The amount of money that is hidden in a sock under the floorboard, or buried in the backyard is growing less. Instead, it is deposited in banks, and circulating in order to produce many times its face value.—The Manufacturer.

Men who write books about themselves are full of their subjects.

A man may be down, but he is not out until he is down in the mouth.

The man who talks to himself wants to hear something he can believe.

Shock absorbers on autos would be better if the driver could wear them.

Sometimes a man finds he can't make ends meet because they are loose ends.

With so many other things to worry about some men insist on wondering if their hair is combed.

Many a man calls his wife the better half, when she is about 90 per cent of the family.

How dull business would be if every man refrained from buying until he could afford it.

A man seldom hears the knock of opportunity if he pays too much attention to the knocks of the neighbors.

When picking your friends be careful not to pick them too much.

Money may not mean everything, but almost everything means money.

Nothing is certain except that it won't happen as the experts predict.

A great lover is one who can tell whether a girl is pensive or sleepy.

Times haven't changed much. Back in pioneer days the pedestrian had to dodge the deadly rattler, also.

In Utopia the rents are just as high as here, but the tenant acquires title to the property after he has paid for it seven times.

Bright Seed Catalogs

Beautiful seed catalogs full of promise usually arrive at this time of year when frost and snow hold sway in the garden. Never-the-less this is none too soon to be thinking of early crop growing, says A. G. B. Bouquet, professor of vegetable gardening, who is already talking with his radio audience over KOAC about spring planting. "Growing a few early vegetables is a useful way of making a little extra cash during the forepart of the growing season," says professor Bouquet: "Some vegetable crops grow rapidly and are ready for harvesting and marketing in a comparatively short time. Although the year is just started it is not too early for you to be figuring on what you might grow for profit just as soon as the season opens for planting.

"Spinach, radish, lettuce, early cabbage, peas, early root crops such as turnips, beets and carrots are vegetables which are easy to grow and generally in good demand. All of these vegetables are hardy and not injured by light frosts and may be planted as soon as the weather shows actual signs of becoming spring-like.

Two methods used to control maggots in radishes, are the use of cheesecloth screen over the beds and spraying the soil with corrosive sublimate 1 ounce to 10 or 12 gallons of water after seeding, he explained. Peas make a good first early vegetable both for home use and for market. The market wants large, dark green, well-filled pods. They need moderately rich soil and early seeding.

"Now is the time to decide on the crops you are figuring on planting and the amount of each. Do this considering carefully for you do not want to waste your time, money or energy growing produce that you cannot use or sell to advantage," added Professor Bouquet.

FARM REMINDERS

Oregon fruit growers contemplating the use of oil spray for the control of San Jose scale are advised by the experiment station to spray during moderate weather. Application of oil to fruit trees during or immediately before freezing weather results in serious injury and even death of the trees. In buying land plaster the grower will find a variation in

price per ton of the various brands on the market. This is due to the fact that the material varies in percentage of calcium sulphate. Land plaster is most economically bought on the basis of the amount of calcium sulphate contained. A brand analyzing 80 per cent is worth but 8-9 of what a brand analyzing 90 per cent is worth, the experiment station explains. Station reports indicate that garden slugs will probably be abundant in Oregon this spring and do much damage. Hard freezing is not particularly harmful to slugs as they may freeze then "come to" and continue to do damage. Slugs also stand high water unless washed away. To protect the plant spray with bordeaux followed by a bait consisting of chopped lettuce leaves or diced carrots sprinkled with calcium arsenate.

Some Like 'Em Red

Some may long for the soothing touch Of lavender, cream and mauve,

But the ties I wear must possess the glare  
Of a red hot kitchen stove.  
The books I read, and the life I lead  
Are sensible, sane and mild.  
I like calm hats, and I don't wear spats,  
But I want my neckties wild.  
Give me a wild tie, brother,  
One with a cosmic urge;  
A tie that will swear  
And rip and tear  
When it sees my old blue serge.  
O, some will say that a gent's cravat  
Should only be seen, not heard;  
But I want a tie that will make men cry,  
And render their vision blurred.  
I yearn, I long, for a tie so strong  
It will take two men to tie it,  
If such there be, just show it to me,  
Whatever the price, I'll buy it.  
Give me a wild tie, brother,  
One with a lot of sins;  
A tie that will blaze  
In a hectic haze  
Down where the vest begins.



New Telephone Directory

The Oregon Telephone Company Will issue a new Directory on or about March 1st, 1928, and all persons or firms desiring a change in present listing, or intending to have a telephone installed and have their name appear in the New Directory, should call at the telephone office immediately.

It is our desire that the new Directory be accurate in every detail and contain all the information possible relative to our subscribers.

Oregon Telephone Co.

Miller Mercantile Company

STORES AT  
NEWBERG  
SALEM  
SHERIDAN  
VERNONIA



STORES AT  
CORVALLIS  
HILLSBORO  
McMINNVILLE  
MONMOUTH

With the Coming of SPRING'S

First Balmy Days, Comes the Demand For New Wardrobe

Miller's are in a position to Fill your demands Men! From

Our Complete Stock of GORDON HATS \$5.00

Kirschbaum Cravenetted Top Coats

Kirschbaum Suits

Star Brand Shoes

Days Tailored Trousers

WRIGHTS UNDERWEAR

TIES GLOVES SOX

Gordon Hats

Vernonia's Leading Store

Kirschbaum Suits