

The Vernonia Eagle



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EXIT THE BABY CARRIAGE

"They" said the automobile would exterminate the horse but it hasn't, and nobody ever imagined the automobile would offer any competition with the baby carriage but it has, and disastrously for the latter industry.

There is only one thing to which the decline of the demand for the perambulator can be attributed. That is the phenomenal popularity of the automobile. Mothers and nursemaids find that giving the baby its airing from the automobile tonneau involves less physical exertion than pushing a baby carriage.

The baby carriage is not more than three-quarters of a century old. It was a logical development of the go-cart in vogue before 1840 and which writers of that time describe as being a low, springless contraption very similar to the modern toy express wagon and drawn, instead of pushed. It was only after countless infants had fallen from their carts, with resultant injury to the child or great fright to the parent or nurse when, looking back, they should find only an empty cart, that the modern push type of carriage was invented.

Charles Burton, an English lithographic artist, is said to have invented the baby carriage in 1848 shortly after coming to the United States. The idea became immediately popular in New York, where Burton lived and when the inventor later returned to London it was to go into the business of manufacturing perambulators.

The modern baby gets its daily treatment of fresh air and sunshine from papa's automobile, instead of from its carriage. Except in exclusive city residential districts and small towns the baby carriage has become relatively obsolete. And where is a woman who could safely pilot a cumbersome carriage across busy street intersections and through the sidewalk crowds?

EXPLODING A MYTH

The "summer slump" is the hallucination of an unbusinesslike mind. "There ain't no such animal," except in imagination. The only slump in the good old summer time, if there be, is the natural slump when business allows its summer advertising to slump.

Come to think of it, there are abundant businesses that effect their greatest volume of sales during the warm months, and there are no business increases that are not reflected in increases for other business.

The myth of the summer slump dates back to those dark ages when business was a hit-or-miss proposition. Silly superstitions and foolish fears so held it in leash that progress was slow and difficult. One of the superstitions which none dared smash was the belief that business was permanently alienated from hot weather and nothing could reconcile them. Finally some daring pioneer broke the evil spell and all but a few reactionaries have been enjoying summer prosperity ever since. It was one of the earliest miracles of advertising.

No longer does progressive, wide-awake business curtail its advertising with the arrival of the first hot spell. Instead, it stocks up with summer goods, of which there is no end, and gives them an equal chance with fall, winter and spring stocks by advertising them as heavily.

Even the coal dealer has proved the summer slump a baseless legend. He advertises a price concession for summer coal orders and keeps his trucks busy filling cellars for the still distant winter. If the coal man can keep busy in hot weather, there is no excuse for other business to spend the summer dusting boxes, swatting flies and figuring business losses.

THINGS THAT "CAN'T BE DONE"

The world has always been in need of men to do the things that could not be done. The need is more pressing today than ever.

When Columbus started out to sail around the globe men laughed at him and told him it could not be done. Columbus

did not succeed in the attempt, it is true, but he proved that the thing could be done.

When Samuel Morse started to transmit messages between distant points by means of a tiny wire, people said it could not be done but Morse soon proved differently. Fifty years later Marconi showed people how to talk through the air without even the use of wires.

Edison achieved two things that most people declared to be impossible when he used electric current to produce light and when he reproduced the sound of the human voice. Motion pictures are another of the "impossibles."

There are other achievements, seemingly impossible today, awaiting accomplishment. They stand as a challenge to the ingenuity of mankind. The need of the world is for men who can do these things.

OPPORTUNITY

With the commencement season of school, college and university approaching, thousands of boys and girls throughout the country are confronted with that solemn problem of choosing a life career. Happily many of them have solved it or think they have. Perhaps the majority are in this fortunate group, but many others are pondering deeply the vital question.

The last United States census showed that 41,614,248 persons are gainfully employed in the United States, under the direction of 1,516,129 administrators, executives, and technical experts. It is estimated that by 1930, 1,900,000 executives will be needed to supervise the work of the 50,300,000 persons then employed. It is further estimated that only 150,000 specialists will be graduated from the colleges and technical schools to fill the 400,000 new executive positions. What an opportunity these statistics show for ambitious young workers to rise from the ranks of industry to places of leadership.

It is the eternal axiom of "plenty of room at the top" but from the statistics there appears to be more room than ever for the person who deserves to be there.

There are courses designed to train executives, but the courses will not do it all nor will all the executives be those fortunate enough to have had that advantage. In self-study, in inherent qualities, in ambition and industry will be found the stepping stones to these 400,000 vacancies that must be filled in 1930.

HIS GROWING DAYS ARE OVER

Gasoline is a dangerous article to play with. The owner of a rooster left his automobile standing in the driveway at the rear of his house while he went inside to get tools with which to repair a leak in the gasoline line of the car. Along came a rooster and decided to scratch for gravel in the roadway. It didn't mean anything to him that gasoline was dripping down beside him—he didn't know he might better have been scratching dynamite. Evidently his claws struck off a spark, for the next instant the air was full of tires, cushions, twisted metal and white leghorn feathers! That rooster will crow no more.

While gasoline is about the most dangerous, all petroleum products should be handled with care. The National Board of Fire Underwriters reports that in 1926, \$14,978,599 was the amount of wasted wealth that went up in oil smoke.—Manufacturer.

A NATIONAL JOKE

It is impossible to figure what Muscle Shoals has cost the taxpayers. Few persons know just how many years it has been kicked around congress. If anyone tried to figure up the time which the paid servants of the American people in the House of Representatives and the Senate have wasted on this question, the value of the lost time charged against the public payroll would be astounding.

For political purposes Muscle Shoals has been magnified into a national issue, when in reality it is just one ordinary power project similar to many which are built and operated by private companies all over the United States.

Muscle Shoals is a typical example of what happens to an industry which becomes bogged in the quagmire of politics, the taxpayers lose the country loses and private development is discouraged with resulting loss and detriment to territory affected.—Manufacturer.

A quack gets your money and ducks.

Your ship can't come in unless your ship goes out.

U. S. Department of Agriculture Press Service

"Use scrub sire to make good hash, but purebred sire to get the cash," is a slogan suggested to arouse interest in promoting the use of purebred bulls.

The use of cod liver oil in the feeding of livestock has increased its demand to such a degree that imports last year exceeded 2,500,000 gallons, valued at nearly \$2,000,000.

Some simple rules for taking care of the dairy cow at calving time are given in Leaflet No. 10-L, just issued by the United States department of agriculture. It is called "Care of the Dairy Cow at Calving Time." A copy may be procured by writing to the department, giving name and number of the leaflet.

The huge economic losses caused yearly by woods fires should make everybody realize the importance of fire prevention. The south is responsible for the burning yearly of about 20,000,000 acres of forest and cut-over land, or about four-fifths of the total forest area burned in the United States. This represents a money loss running into many millions of dollars.

Young dairy heifers should at all times have plenty of roughage which is best furnished, in late spring and summer, by green pasture. In addition, enough grain should be fed so that the heifer develops steadily and gains from 1 to 1½ pounds a day. If skim milk is plentiful and cheap, it may be fed advantageously to the dairy heifer until she is 8 or 10 months old.

Specialists in the United States department of agriculture have



THE MODERN OIL
A STANDARD OIL PRODUCT

found that when a farmer keeps accounts he has the best guide for improvement of his business. Farm accounts show which of his activities have proved most profitable, and which have been conducted with little profit or loss. The farmer is then able either to concentrate on the profitable ventures or to substitute other activities which may bring good profits for those that have not been profitable.

Unless the dust bag of a vacuum cleaner is emptied after using each time the pores become clogged and the sweeper loses its efficiency. Turning the bag inside out occasionally and brushing is a good practice.

Tillamook bay is promised big paper mill plants if sea channel enlargement can give all-year ship service.



Smart... Youthful... Colorful...
BUICK leads the fashion parade

Fashionable throngs... sparkling motor cars... and standing out like a flock from Paris—today's Buick!

Fleet, low lines, suggesting rocket-like getaway and unrivaled power... glistening colors, vivid and varied as the harmonies of Spring... and soft, rich upholstery, delightful to the sight and touch.

Luxury like this ordinarily costs a thousand dollars more.

But Buick leads any other three cars in its field in dollar for dollar sales; and this tremendous volume makes possible unequaled value.

You may as well have a fine car, when you can buy it at Buick's price. Smart—youthful—colorful—Buick leads the fashion parade.

BUICK

SEDANS \$1195 to \$1995 / COUPES \$1195 to \$1850
SPORT MODELS \$1195 to \$1525

All prices f. o. b. Flint, Mich., government tax to be added. The G. M. A. C. finance plan, the most desirable, is available.

Thomas Garage
Across From the Post Office

Lovell Auto Company
Astoria, Oregon

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

Kullander's Jewelry Store Has Moved To New Quarters In the Joy Theatre Building

Carrying Larger Stock



In anticipation of this move, a much larger stock was ordered and is now ready for your inspection. You will be delighted with our many offerings of Watches, Pins, Clocks, Ornaments, Chains, Rings, Fountain Pens, and other articles too numerous to mention.



BETTER DISPLAY

Our window displays will prove of especial attraction because of the better location. A new and pleasing assortment will be on view whenever you attend the show.

Better Repairing Facilities

The new quarters will enable us to handle a larger volume of jewelry repair work in quicker time than formerly, at the same time continuing our policy of doing all work in an expert manner.

NEW PAYMENT PLAN

"Pay as you are paid," will be our slogan in the future. Our inauguration of a more extensive credit business will mean that you need not deny yourself anything you want that we have in stock or purchase for you, since you can make your own terms.

DIAMONDS

There are no trade marks or other means of identification of Diamonds. That is one commodity that is backed only by the personal integrity and guaranty of the dealer. A much larger assortment is now carried than formerly, and we invite you to inspect them.



A. L. KULLANDER

Expert Watchmaker and Jeweler