

Vernonia Eagle

MEMBER OF THE
OREGON STATE EDITORIAL ASSOCIATION

Pacific Coast Representative
Arthur W. Stypes, Inc.
San Francisco

Member of National Editorial Association and Oregon State Editorial Association.

Issued Every Friday \$2.00 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.

Advertising rates—Foreign, 30c per inch; local, 28c per inch; legal notices, 10c per line first insertion, 5c per line succeeding insertions; classified 1c per word, minimum 25c first insertion, 15c succeeding insertions; readers, 10c a line.

RAY D. FISHER, Editor and Publisher

A SORRY MESS

This newspaper has hesitated to take sides in the controversy between the mayor and council regarding the appointment of a recorder because the matter is one that should be settled by the two parties concerned. They were elected to do the job, and in so far as they have failed to function, both are at fault.

The Eagle has refrained, too, from criticism of the council in matters entirely within their jurisdiction, for it has believed that they should be given every chance to work out their own salvation in their own way without interference from the outside. The situation, however, has become so acute, particularly in view of the impending recall, that hopes of the council's ever straightening out the mess are evidently futile.

Much, indeed, may be said for the council. They have given of their time fully and freely to civic affairs, they have been thoroughly honest, they have tried to work for the best interests of the citizens and taxpayers, they have endured a lot of criticism from those who have lately become their political enemies and some, at times, even from those who always been their political friends, they have had all the kicks, and no compensation. From every personal standpoint they deserve praise for what they do, and charity for what they fail to do.

Apart from personal considerations, however, the council has allowed city affairs to become so involved and tangled that they should no longer be permitted to remain in office. They have proved themselves wholly unable to cope with the present critical situation. They are unfitted for the task in hand, in the same way as if they should be chosen as a board of directors for the mill.

Instances other than the deadlock over recorder have occurred at nearly every meeting since early December. Some of them are as follows:

(1) Urgent need for employment of a city attorney has been obvious, but since asking an attorney from St. Helens to appear at some of the meetings last year and engaging him to draw up an ordinance, the council merely laid the proposition on the table, and have done absolutely nothing, in open meeting at least, about it. It is true that they have asked advice of a local attorney if he happens to be in the audience at the time, but he is understood to have declined to accept the position or incur any responsibility for it because of the very good reason that he is interested in possible litigation affecting the city.

(2) They have supposedly done away with the office of water collector, but the water collector still serves. A bill for her services was laid on the table, with no understanding of any kind as to whether she would or would not get the money, or should continue to serve and receive pay for it in the future. Incidentally one of the councilmen asked at a recent meeting: "Didn't we pass a resolution doing away with the water collector?" and was informed that none had been passed. Still no resolution appeared.

(3) Judge Reasoner agreed orally to accept the duties of water collector but not under the provisions of Section 6 of Ordinance 181, making the recorder responsible for all delinquent accounts. Members of the council expressed the opinion that any such provision if enforced would be unfair, but have done nothing about amending the ordinance.

(4) The question of collecting delinquent assessments was last fall laid on the table until the first meeting in January. When that time came, the matter was again laid on the table, and nothing done about it one way or the other. In fact, it has become noticeable that whenever any difficult or distasteful issue presents itself the council lays it on the table and never takes it off.

(5) When at the meeting last Monday presentation was made of a proposed ordinance by a citizen in a gentlemanly way with merely a request for consideration members of the council showed an obvious resentment at any one suggesting a course of action for them, and promptly laid the ordinance on the table. While certain of their political supporters have had ready access to them privately it has been very seldom of late that any one has been able to make a suggestion openly from the floor and receive careful consideration on the merits of the proposition at hand.

(6) No one member of the council since the present controversy arose has ever cast in open meeting an independent vote in accord with his own convictions, the course of action on all anticipated measures being determined in secret caucus and unforeseen issues being referred for future consideration, if any.

(7) In view of the fact that the recall if carried out would leave the city with neither council nor mayor, the

council neglects to take any action providing for the only fair method of selecting a new mayor and council, election by the people. They neither pay any attention to the proposed ordinance nor introduce another of the own, if the suggested one does not meet with their approval.

(8) They have ignored the only means of avoiding the extremely detrimental effects of a recall election, resignation en bloc, though the mayor himself signed the document and the recorder also agreed in writing to resign as soon as a new mayor and a new council elected by the people should qualify and take their seats.

These criticisms, of course, do not apply to Mr. Malmsten, who has just taken his seat, or let it be repeated, in any personal way to three as conscientious and well meaning men as have ever served the city.

The Eagle recognizes itself as a newspaper for the entire community, not for any set of persons, organized or unorganized, nor for the individual opinions of its editor. It will gladly publish, therefore, any non-personal defense that the council or its friends may see fit to make.

Among Our Neighbors . . .

The Columbia City lumber mill started operations February 12, and expects to run on small orders until a regular supply of logs is available.

Four flights of the handicap golf tournament started last September on the St. Helens golf course have not yet been played up to last weekend. Football, bowling and skiing are thought to have crowded golf out of the contestants' minds.

An epidemic of measles in a light form is reported from Rainier.

A new series of farmers' evening school meetings is being held in the Rainier union high school.

Levi Erickson, 15, son of Mr. and Mrs. Sylvester Erickson of Quincy, died February 9 as the result of injuries received while coasting down hill. He was thrown from his sled and a sharp splinter penetrated his stomach.

ADVERTISE

A few months ago, P. A. Ege-land, advertising manager of a St. Paul wholesale house, told a meeting of the National Merchants association that if "they would spend more money for advertising they would break the 'buyers' strike."

He continued, saying that in prosperous times there is a carelessness of selection of advertising mediums, but that when conditions become depressed, the merchant must choose "the best publicity medium for the money."

This best and cheapest medium is the local newspaper which goes right into the local home where it is used as a shopping guide. There are many reasons why the newspaper is the best, the chief one being that newspaper readers unconsciously assist the advertiser in that when they are about to read their papers, they relax mentally and physically and are, therefore, in the most receptive mood for assimilating the advertising message.

The point we're trying to bring out is that the large firms of the country have found local newspaper advertising an important ally of greater profits and greater business and that smaller firms can find the same results by the same methods. Perhaps the idea is expressed more clearly in a little story which we clipped from one of our exchanges:

A local merchant accosted a farmer on the street the other day—the farmer was on his way

home from the express office with a package of goods which he had just received from an eastern mail order concern.

"Why didn't you come to my store and buy these goods instead of sending out of town for them?" inquired the merchant.

The farmer looked at the merchant for a moment and then said:

"Why don't you patronize your home paper more and advertise what you have to sell? I have taken our home paper for three years and it's seldom that I see your advertisement. I sent out of town for these goods simply because I didn't know that you had them."—Guthrie Center (Io.) Times.

TILLAMOOK DENIES ATTEMPTING "STEAL" OF SHORT HIGHWAY

Residents of northern Tillamook county in seeking construction of a secondary state road connecting with the coast highway at Mohler and running westward are not trying to "steal" the proposed short cut road to Hamlet from Clatsop county, according to John W. Schroeder, secretary of the Tillamook County Chamber of Commerce, who is a business visitor here today. Schroeder said that Tillamook county is entitled to \$30,000 state money for secondary roads, and that residents in the northern part of the county want the road built to provide an outlet for farms along the lower Nehalem and Salmonberry rivers and to connect with large lumber camps in the vicinity of Enright and Cochran.

Southern Tillamook county residents, on the other hand, want the \$30,000 spent on roads in their part of the county, Schroeder said.

Steelhead fishing is good in Tillamook county streams these days, according to Schroeder, and many anglers are getting large catches.—Astorian-Budget.

Eagle classifieds will pay you

FOR

HAY ——— GRAIN ——— FEED

PHONE 681

Vernonia Trading Co.

Agency for McCormick-Deering ——— TRACTORS ———

ABC PRINTS

Just arrived . . .

New Color Combinations . . . and New Patterns . . . The very best Quality for service with colors guaranteed . . . At the New Low Price of

19c yard

MILLER'S
Good Goods

SHOP HERE SAVE MONEY

Farm Outlook For 1932 Varied

"The 1932 crop season is making a rather favorable start in Oregon so far as nature is concerned, but prices for farm products in 1932 will depend much upon world-wide economic and political events which cannot be entirely foreseen," says the annual agricultural outlook report just released by the Oregon State college extension service.

Pointing out that the general level of farm prices is now only about one-half as high as from 1926 to 1930, and scarcely two-thirds as high as from 1910 to 1914, the report attributes this situation principally to weak foreign and domestic demand. There was overproduction of some farm products and under-production of others, but the gross volume of agricultural production was not much more or less than from 1920 to 1930.

"Substantial improvement in domestic demand for farm products is not to be expected until credit conditions become more favorable, and there is a revival in industry. There is very little definite evidence of significant improvement in the near future in the foreign demand for agricultural products from this country," says the report.

Industrial Revival Watched
Factory payrolls in this country in November were only 56 per cent of the average from 1923 to 1925 at the same season, and unemployment in some industries was even greater. Signs of more than seasonal improvement in such basic industries as iron and steel, automobiles, and construction, which consume largely non-agricultural raw materials, will be evidence of the approach of improvement in domestic demand for farm products, according to the report.

Considerable space in the report is given to an analysis of the cost outlook, including credit, taxes, labor and commodities used in production and living. The unfavorable relationship between farm cash income and the cost of operating farms which has prevailed for several years, is expected to continue in 1932, although some improvement in some items seems likely.

"Poultry keepers who follow a well defined program of management are justified in rearing sufficient young stock to operate their present equipment, although present economic conditions do not justify plunging or over expansion of the poultry industry,"

says the report. The outlook is for a smaller supply of fresh eggs in 1932 than in 1931, unless production per hen should exceed the large figure in 1931. Number of chickens on farms January 1 was estimated at 5 per cent under a year previous, but information on chick hatchings will only become available from month to month during the season.

More Cows Being Milked
With respect to the dairy situation, the report says there are too many cows in the whole country and that the number of young stock being raised is still excessive. The number of cows in the

United States is estimated to be 3.5 per cent greater than a year ago and 6.4 per cent more than two years ago. More heifers are on hand than needed for replacements. The importance of reducing the cost of production, improving the quality of the products, and making Oregon dairy stock more attractive to California buyers are emphasized.

~~~~~  
**We can help you solve your printing problems**  
~~~~~

NEW!

Superheterodyne

Baby Grand Radio
MODEL 51

ONLY \$39.95

Complete with Philco Balanced Tubes, including New Pentode Power Tube

Easy Terms!

PHILCO

FREE demonstration . . . and FREE installation to your ground and aerial

YES, the very latest Philco Superheterodyne, a brand new 1932 Baby Grand, with Balanced Units . . . for only \$39.95! You never heard of such a price for such a radio! Just look at these features! Superheterodyne selectivity . . . Screen Grid power . . . genuine Electro-Dynamic Speaker . . . beautiful hand-rubbed Mahogany cabinet . . . 5 Philco Balanced Tubes, including new Pentode . . . and Philco Balanced Units throughout. Actually one of the most tremendous values ever offered in radio! See it today! No obligation, and you can protect yourself on delivery.

DON'T DELAY! SEE IT! HEAR IT! TODAY

M. F. WALL At MAC'S Pharmacy

When the Home Paper Arrives



Home folks eagerly read the hometown paper, including the ads.

And interest like this is by no means unusual.

But did you ever know of a family paying this much attention to a hand-bill thrown on the porch or crammed in the mail box?

VERNONIA EAGLE