

Vernonia Eagle

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RAY D. FISHER, Editor and Publisher

COURT REFORM NECESSARY

School boards, city councils, county commissioners, state executives who have control over spending the peoples' money have come under careful scrutiny of late, and the public is demanding of them rigid economy. So far our courts, however, have escaped. Regulated as they are by law and custom, they are of course hard to reach, for their procedure cannot be modified except by act of the legislature or by constitutional amendment. Yet something should be done, for our judicial system, whatever its general merits, has certain elements of waste and inefficiency that sorely need correction. Private litigation is unnecessarily expensive to everybody concerned, and criminals who are able to hire skilful attorneys can too often escape with light sentences or go scot free. Delays, technicalities, beclouding of issues in the minds of the jurors all combine to defeat the purpose of courts to accomplish justice, and the taxpayer pays the bill. We make our laws and attach penalties for breaking them; we hire our sheriffs, police, and the rest to enforce the laws, and then allow the defeat of our own purpose by making convictions hard to secure. We spend our money, and get nowhere, because a clever crook, assisted by a clever attorney, can altogether too frequently beat the game.

The fault lies not with the judges, who as a rule in this state at least are thoroughly qualified and impartial, nor with the district attorneys, who do their best to secure law enforcement, but with the system.

It is this system that needs expert investigation and careful revision. Surely we should be able to acquit the innocent and convict the guilty without so much uncertainty, red tape and expense.

THE HIGHWAY SITUATION

The personal interest shown by Chairman Leslie M. Scott of the state highway commission in the Vernonia and Wolf creek routes to the coast is an indication that some definite action by the commission is to be expected as soon as the data of the surveys have been completed and considered. Not only that, but prompt construction of the route chosen is likely, for it is improbable that Mr. Scott, together with T. M. Davis of the U. S. Bureau of Public Roads and Chief Engineer R. M. Baldock would take such pains just now in traversing the routes by foot if the intention is to postpone the whole matter until some indefinite time in the future when economic conditions are better and highway funds more plentiful.

From information that has been released in advance of the engineers' report, it is evident that from an engineering standpoint the two routes are about on a par. The decision, then, will have to be made upon other considerations, such as agricultural possibilities of districts traversed, intersection by lateral roads, recreational facilities, distribution of traffic in Portland—and it is these aspects that the Vernonia route is clearly superior.

Dr. W. H. Hurley, who announces his intention to remove to Portland, will be greatly missed in Vernonia. He has been a leader in civic affairs, the chamber of commerce, and lodge activities, always progressive, constructive and helpful. His many friends will wish him success in his new enterprise.

DID YOU EVER STOP TO THINK?

That fame and fortune have come to the great advertisers. Their products have become a part of the life of the world. Continuous advertising of quality has brought the good will which has made these concerns what they are today.

To be a success, any business must have the good will of the people it serves. Good will is obtained by keeping customers satisfied.

Continuous advertising makes

a strong appeal to the pocket-book; so strong that it creates the necessary desire to possess.

The selling of quality merchandise through the printed page means increased business, and increased business means increased profit.

Now is the time for the business concern that is not a regular advertiser to get busy.

Large quantities of merchandise are being bought daily from business concerns who are regular advertisers. There's a reason, of course.

People have been educated to

read the advertisements before they buy, and then buy from the advertisers who offer them the best for their money.—Edison R. Waite, Sawnee, Okla.

IMPORTANT ANNOUNCEMENT FOR JERSEY BREEDERS

Geo. A. Nelson, local county agent, has received information from the American Jersey Cattle club that provisions have been made that purebred Jerseys past two years of age may be registered for a limited time at a fee of \$5.00 instead of \$10.00.

This temporary reduction was made by the national organization because of its appreciation of the present financial conditions of the country and in order that many worthy purebred Jerseys which have not been registered, may now be registered at this saving to their owners.

According to Lewis W. Morley, executive secretary of the national organization, many breeders are taking advantage of this reduction.

Among Our Neighbors . .

George Bohanen, 47, was found guilty of manslaughter by a jury in circuit court at St. Helens and was sentenced Friday by Judge H. K. Zimmerman to 10 years in the penitentiary.

St. Helens is organizing a baseball nine with Wm. Russell as manager. The plan is to play independent ball this season.

Two unidentified robbers entered the home of Mrs. Katherine Jones at Alder Grove Wednesday evening, April 20, bound her and her brother, Charles Freeman, ransacked the house and departed, taking Mrs. Jones' car. The loot amounted to \$5.00 in cash.

Don Terpening, a resident of Clatskanie for 14 years and prominent in lodge circles, has been transferred from the S. P. and S. force at that station to the Oregon Electric station in Salem.

APPROVE ADVERTISING

In one of the few pronouncements of the kind ever issued, the United States Department of Commerce placed its seal of approval on intelligent advertising, with special emphasis on its value during a depression.

"Intangible assets may be decreased in value only when a firm fails to advertise," said an oral statement by the department. "The organization which advertises during depression will find intangible assets worth more when the depression is over than before it started even though tangible assets may be reduced 50 per cent."

"Although it takes years to develop intangible assets, they may be reduced to little or no value in months. A trade-name may be the proverbial 'household word' today, but it may be forgotten in August, 1932, if it is not kept before the public through advertising."

What Other Editors . . . Think

Congress contends that the budget must be balanced so that the government may be solvent. That will make its position almost unique in the field of American affairs. It begins to look to us as though making the taxpayers solvent would be a reasonable start.—Portland Spectator

GETTING BACK TO A SOUND BASIS

The state board of higher education has evidently pinched its fingers in tickling with the intricate machinery of management and curriculum of the state university and state college, and is now edging away like a child who has incautiously contacted a hot stove.

Full of vim and earnestness, the board, led by the emphatic Mrs. Walter Pierce, reached out with both hands and took charge of the two big schools as well as the smaller normal schools. Courses were switched, cut and eliminated; the authority of the presidents was curtailed to almost nothing, and assumed by the board itself, which in turn appointed a half dozen "deans" as department heads. Everything was set to go with efficiency as the watchword.

It was not long, however, before the board discovered that "managing" a college or university had a technique of its own. They found that the mere appointment of a few men as department directors did not relieve the problem. Any college course is almost inextricably entangled between department and department, and a main element in the success of any college president has been his ability to keep peace, not among the students, but in his faculty. With Presidents Kerr and Hall practically out of the picture, these new department heads began running with their troubles, petty and otherwise, to the board, which, confronted with technical questions dealing with curricula interference, department duplications, and extent of authority, has wisely withdrawn.

Presidents Hall and Kerr are again in the saddle for a time

at least, and the board members are drawing a sigh of relief. We imagine that before the board tries its hands at college management again it will have the proposed chancellor, in the person of a trained university executive, on hand to act as a buffer between it and the militant faculty members.

The board is also modifying some of its other orders, having learned that it acted hastily and on inadequate data and information in numbers of matters. The members of the board are after all coping with a big and complex problem and it is reassuring to find that it is not ruthless in its attitude and not above correcting its mistakes as they become apparent.—Astorian-Budget.

Five Years Ago

Vernonia Eagle, April 28, 1927. T. C. Hall passes after long illness.

The Pattie Cake Cooking club under the leadership of Mrs. Mabel Graves served lunch Thursday to the teachers of Washington school.

The Wellfed cafe is the name of a new restaurant owned by Chas. McFarland.

Merely a Year Ago

Vernonia Eagle, May 1, 1931. The forest fire situation is now critical in Columbia county.

Mayor J. E. Tapp, who is confined to the Veterans' hospital, may possibly be home in about three weeks.

First elimination in the tennis tournament is under way.

Meier Oveson is drowned in O.-A. mill pond.

Geo. W. Ford is again put in charge of local branch of the Oregon Gas and Electric Co.

A. C. Knauss, H. E. McGraw and J. E. Kerr are appointed by Vice-president Carl Davidson as a committee to make a strawber-

Treharne

Robert Hastings, who has been absent from school on account of illness, has returned.

The pupils of the Pleasant Hill school who won distinction for themselves and their school at the local track meet at Vernonia were Richard Meyer, Chester Wienecke, Jack Graney, Dean Holt, Clair Sunell, Edwin Justice, Ethel Spencer and Dorothy Webb.

Pupils who received Palmer

ry survey for the chamber of commerce.

The local post of the American Legion is to sponsor junior baseball.

method awards this week are Betty and Raymond Thacker, Ethel Spencer and Clifford Lines.

Mr. and Mrs. James Gordon and Miss Murphy attended the educational conference held in the normal school at Monmouth Saturday, April 23.

Mr. and Mrs. Curtis John and daughter of Forest Grove were Sunday guests at the home of his mother, Mrs. M. John.

Mrs. F. N. O'Donnell of River-view was a Monday caller at the home of Mrs. L. Johnson.

we can give your printing that modernistic touch so popular in present day advertising

A Quart of Rich, Pure MILK



FOR EACH MEMBER OF THE HOUSEHOLD, DELIVERED DAILY AT YOUR DOOR

Will give your family the maximum of health-building food at the minimum of cost.

Our scientifically pasteurized milk and cream, or raw milk taken exclusively from one selected dairy, is kept clean and sold in sterilized bottles only—offering you, also, the maximum of safety.

Nehalem Valley ICE & CREAMERY CO.

PHONE 741

Quality Garden SEEDS In Bulk Farm Seed Vernonia Trading Co. PHONE 681 Agency for McCormick-Deering TRACTORS



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

The Newest And Best in **RADIO**

RADIOS FOR RENT OR SALE

GLENN E. DEAMER SERVICE MAN
Your radio repairing guaranteed or no labor charge.

Vernonia Radio Shop

ACROSS FROM POST OFFICE — Gene Shipman, Mgr.

Oregon-American Lumber Co.