

Vernonia Eagle

Marvin Kamholz and Marion Sexton, Publishers
MARION SEXTON EDITOR
MARVIN KAMHOLZ Business Mgr.

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Legal advertising rate on request
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Official newspaper of Vernonia, Oregon
Member of the Oregon Newspaper Publishers' Association.

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Association
1938

EDITORIALS

BOUGHT NEWSPAPERS—

Once upon a time a group of newspapermen were banqueting. The story goes that seven or eight of the country editors out of a total of a dozen or so washed dishes in the kitchen following the banquet for lack of sufficient funds to pay the 40 cent banquet charge.

During the course of the banquet (the feast before the slaughter) a story-telling bee was enjoyed. The prize, as announced for the best story, was a free banquet ticket. Country editors, anxious to save a nickel or sustain life a few moments longer, dig deep into the story archive to pull one out that might take the prize.

As the round of stories neared a close, one droll, but nevertheless serious editor rose slowly to his feet and said: "Once upon a time there was a country newspaperman who had acquired a large sum of money . . ."

The applause stopped the story. What else our droll friend had to say was lost in the shouts of his fellow editors "You win, you win!"

Newspapermen, especially country newspapermen, just don't have money. The Good Lord didn't make newspapermen to have money. If they have money they aren't newspapermen. Anyway, that's our experience.

We were somewhat amused at Dr. J. F. Hosch's accusation at last Saturday's meeting here when he said all newspapers are controlled by their advertisers, and especially was this true in regard to the power policy.

His statement, whether you agree with him otherwise or not, is not true concerning newspapers. Probably no other profession, if one calls newspapering a profession, is as underpaid, works as long hours, spends as much time for naught, works as hard for his community and thinks as much about his or her business as the newspaperman.

To say that "all" newspaper editorial policy is "bought" is placing the newspaper that might feel inclined to support the good physician in an awkward position because on the basis of his reasoning, and by his own statements, an editor would not want to associate too closely with his candidacy for fear that Mr. Oleen or Governor Martin, or the other candidates would accuse the editor of being "bought".

But, getting down to brass tacks. If Dr. Hosch, or Mr. Oleen or the state's generalissimo, or the others find cash burning in their pocket for want of a better place to have it, The Eagle could make room in next week's edition for a sizeable advertisement . . . and they can buy The Eagle for a nickel a copy any time we can oblige.

But, Doctor, you can't buy our editorial policy. That's ours. We write it. We hold it sacred. We esteem it. We gloat over it. We pride ourselves in that we can write it, whether it is read or not read. Our policy is our own. We bought it when we bought The Eagle. You have a mistaken impression, Doctor, of common old newspaper plugs.

If newspapers, their managers or editors, could be "bought", there'd be more palatial residences about the state, more expensive automobiles, more thoroughly equipped newspaper offices, larger bank-rolls for newspapermen and better and more costly editorial wearing apparel.

A man tried to buy us one time. He was a politician. He was defeated.

Doctor, newspapermen, as a general rule are honest . . . but poor in this world's goods.

We are amused at some newspapers who evidently pay editors to criticize the administration. They cry about the high taxes, about the waste of federal funds and the faulty administration of money and departments; but let a CCC camp, located near the editor's community, circulate rumors that it might be discontinued or moved to a new location, then watch these same editors bemoan the loss of such a "constructive" feature; or let the community lose a WPA application, and watch the editors give the administration heck for not "wasting" money on Podunk, and so forth, ad infinitum. It's human nature, we suppose.

You thing advertising doesn't pay? We know a man who thinks that the recent floods in California (Los Angeles) were man-made in order to break a lull which existed on the front pages and which had shoved L.A. off for the more current war talk.

Just about the time we think we can make both ends meet, some bird comes along and moves the ends.

GIVE CREDIT WHERE DUE—

If you read The Eagle, no doubt you noticed that the Osegon Gas & Electric Co. proposed and enjoyed, if enjoyed it is, the acceptance of its proposal to cut the gross earnings tax from four to two per cent., providing, of course, that the company absorb the tax.

Perhaps too little note is made of such transactions, especially with power companies by and large in the "dog house" with the current reading. However, Vernonia power consumers were saved, if the information The Eagle has at hand is correct, a raise in rates approximating the four per cent.

By advancing the proposal, and by its adoption through the city council, the officials were satisfied in that they will realize some \$450 annually in added revenue. The power firm is satisfied in that it was not forced to seek added revenue by passing the tax on to its users and thereby creating more of a power tempest than now exists.

The Eagle views the settlement as a very satisfactory gesture and whether local power consumers wish to, or not, they have the local utility to thank for its counter proposal which brings about a potential saving.

YOU ARE RICHER TODAY—

You are richer today than you were yesterday . . . if you have laughed often, given something, forgiven even more, made a new friend today, or made stepping stones of stumbling blocks; if you have thought more in terms of "thyself" than "myself," or if you have managed to be cheerful even if you were weary. You are richer tonight than you were this morning . . . if you have taken time to trace the handiwork of God in the commonplace things of life, or if you have learned to count things which really do not count; or if you have been a little blinder to the faults of friend and foe. You are far richer if a little child has smiled at you, and a stray dog has licked your hand, or if you have looked for the best in others and given the best in you.—Anonymous.

YOU WONDER WHY—

Someone asked us this week why it was necessary to devote a page each week to the sports activity of the community in each issue.

We were glad to have someone ask this question for it gives an opportunity to pass what we believe to be a very logical reason on to readers.

Recreation in the form of sports customarily affects the youth of the community. Oftentimes, communities are too lax in their provision of spare time recreation for young people . . . and older people.

Hence, if a newspaper devotes a sizeable portion of its time and available space to recreation, interest can be, and is, stimulated. And that's what The Eagle is trying to do in Vernonia. The more we can encourage the development of sound mind and strong bodies through a medium of sports, the less will prove the attractiveness of jail interiors. Statistics prove our point.

THE COLUMN'S THERE—

Just a reminder to let readers know that they may use The Forum column at any time their flare for writing gets out of control. However, the management is forced to edit some of the articles that come over the desk to eliminate chance for libel and slander. However, little criticism can be leveled at any of the contributions thus far.

In order that local news is not belittled at the expense of forum articles, we are setting 400 words as a maximum for Forum articles at this time as a highly controversial period is now upon us and we hope for much Forum activity.

This week (and this editorial is prompted by the incident) we were forced to return four articles for the column and ask the writers for a more condensed outline of their views. We cannot penalize our local news coverage . . . and you understand our position.

DID YOU SAY ADVERTISING?—

Isn't it funny that so many business men will get up in the morning, refresh themselves with a dose of advertised fruit salt, clean their teeth with an advertised brush and advertised tooth paste; wash with an advertised soap, shave with an advertised razor; put on advertised underwear, advertised hose, garters, shirt, collar and shoes; seat themselves at an advertised table in an advertised chair and eat advertised breakfast food and bread, drink advertised tea, coffee or cocoa; put on an advertised hat and gloves, light an advertised cigarette, with an advertised match; go to the office in an advertised motor car, give letters to a typist who types on an advertised machine, using advertised paper and carbons; sign their letters with an advertised pen containing advertised ink . . . and some people think advertising doesn't pay.

A diplomat is a gentleman who can tell a lie in such a manner to another gentleman (also a diplomat) that the second gentleman is compelled to let on that he really believes the first gentleman, although he knows that the first gentleman is a liar, who knows that the second gentleman does not believe him. Both let on that each believes the other, while both know that both are stark liars. Oh, well!

The precipitation that greeted a great share of Oregon the opening day of spring may be termed "Oregon mist" but a better terminology, at least to some of us, is that it just missed being winter.

A dispatch in The Oregon Journal of last Friday evening states that through agreements made at meetings conducted among Indians in the Celilo district last year, inebriated red skins were not allowed to use the scaffolding hanging on the precipices along the Columbia river, hence the drownings during the fishing season were nil. Now, if only the whites would hold a series of meetings and agree to halt their kind from slipping into a place beneath a steering wheel while inebriated, our white culture will have been raised a notch. Death might be thwarted here also.

From state press notices, there is at least one point on which various branches of the AFOL and the CIO agree, and that is on the democratic candidacy of Dr. J. F. Hosch of Bend.

Eagle Items Of Other Years

FIVE YEARS AGO—

The Vernonia Trading Co. has built a woodshed with a capacity of approximately 100 cords. The building is 22 by 64 feet in dimensions.

Grange members have instigated a program for the extermination of ground squirrels. Lack of feed this year gives rise to the fact that the rodents will get a large portion of grain and garden crops in the Nehalem Valley.

John Howell has moved his pool hall across Bridge street to the building he had occupied about 2 years ago.

TEN YEARS AGO—

O. G. Weed of Vernonia has announced his intention of entering the race for nomination of sheriff of Columbia county on the Republican ticket. There are five candidates in the race at this time.

Herman Reiten, St. Helens, won from Earle Harper, Vernonia, in two straight falls in a wrestling bout sponsored by the American Legion.

FIFTEEN YEARS AGO—

Alton W. John has been engaged as grade principal and Mrs. Ray as instructor in the primary department.

New post office fixtures recently purchased have proved highly satisfactory according to Emil Messing, postmaster. The intention now is to purchase entire new equipment for the establishment.

The Forum

Editor's Note: The following articles were received this week in response to a letter devised and sent by this paper's management to every business and professional man in the community. The letter was a plea for united cooperation in Vernonia to interest local and hinterland residents in our community.

Vernonia, Oregon
March 25, 1938

The Editor
Vernonia Eagle

Dear Sir:

After reading your communication of the 24th inst., I wish to compliment you on same. It does not seem reasonable this day and age that people will travel many miles from their own community to buy. The fact that they do is proof that there is money; furthermore we hear of so much money being sent through the mail. If it is not here where does it come from? Assuming this to be true, then we must look further for the reason why residents leave their own community and shop elsewhere.

Now is the time for to get together and devise some plan for a "SELLING VERNONIA" campaign. You have given us a better paper, and taken the right stand, that of neutrality on the power question. Congratulations.

Yours for "SELLING VERNONIA"
Ohas. H. Worth

SAYS ADVERTISING PAYS—

The Vernonia Eagle,
Vernonia, Oregon.

Dear Sirs:

In reply to your recent letter reciting actual experiences relating to the escape of purchasing potentials from Vernonia into outlying towns, and your appeal for cooperation in a basic program of "Selling Vernonia".

There is no question of the escape of dollars out of Vernonia in-

WOMEN!

We have the famous Florida Humus, that wonderfully rich decayed vegetation for use in flower pots, porch boxes or flower gardens.

Also, a fresh supply of seeds for your needs.

Vernonia Trading Co.

CASS BERGERSON, Prop.

to other towns.

To solve the problem involves removal from the minds of the buying public deep set antipathies regarding goods, qualities, prices and services. To what degree such antipathies or prejudices are well founded, to what degree they are an effect of some period of incident lodged in the memory of the past, is difficult to determine.

There is also the point which no businessman should overlook: dollars in the pocket and problematical dollars in the future are a serious matter to the average man and woman. It is easily tested upon one's self. You are far less critical of goods, prices and services when you have an actual dollar in your pocket, than when the dollar is anticipated in theory and due next week or next month. In the latter situation a psychological reaction sometimes occurs in which memories of the past, take paramount influence in the matter of decisions.

I believe the businessman of this locality to be in exactly the same economic position as the average workingman, and it might be an open forum in your fine paper would reveal enlightening material of merit.

I am convinced businessmen would be and are anxious to do anything which would mean an economy to the buying public, to serve as an incentive to sales.

So far as advertising is concerned, we know advertising to have been profitable to us. Certainly, it is reasonable to believe, if vast corporations can spend millions of dollars in advertising to their benefit, a small company will profit from the same methods proportionately.

One of the largest retail store operators in this country recently said: "If your business is not worth advertising, then advertise your business for sale."

Very truly yours,
R. Bowerman



HOW MANY PERSONS MAY BE CARRIED IN THE DRIVER'S SEAT?

Oregon law limits the number of persons who may be carried in the driver's compartment to three persons over 12 years of age. While there is no set limit on the number of children who may sit with the driver, the law very clearly states that the driver must not be crowded. Even if there is no one in the seat except the driver, his movements must be unhampered by luggage or other type of load.

LODGES

Knights of Pythias
Harding Lodge No. 116

Vernonia, Oregon

Meetings:— I. O. O. F. Hall.
Second and Fourth Mondays Each Month

Pythian Sisters
Vernonia Lodge No. 61

Vernonia, Oregon

Meetings:— I. O. O. F. Hall
Second and Fourth Wednesdays Each Month

Order of Eastern Star

Nehalem Chapter 153, O. E. S.

Regular Communication first and third Wednesdays of each month, at Masonic Temple. All visiting sisters and brothers welcome.

Eurma Hartwick, W. M.
Leona McGraw, Sec.

A. F. & A. M.

Vernonia Lodge No. 184

A. F. & A. M. meets at Masonic Temple, Stated Communication First Thursday of each month. Special called meetings on all other Thursday nights, 7:30 p. m. Visitors most cordially welcome.

Special meetings Friday nights.

Ray Mills, W. M.
Glenn F. Hawkins, Sec.

VERNONIA
POST 119
AMERICAN
LEGION

Meets First and Third Mondays

AUXILIARY
First and Third Mondays

DOES THE LAW REQUIRE ME TO STOP BEFORE DRIVING ACROSS A RAILROAD TRACK?

You are required to stop only when there is a visible, positive signal clearly warning of the approach of a train. If, after stopping thus, you see that you can cross safely, you may drive on. If your engine is cold or if you are inexperienced in handling a car, the wisest course in such a case is to stop and wait for the train to pass, because you may find yourself in a difficult spot if you kill your engine while your automobile is still on the track.

You are required to slow down to 15 miles per hour or less when approaching a railroad grade crossing which is obstructed from view, or which is not visible for a distance of 400 feet in each direction. As a matter of fact, respect for your own skin will dictate that you approach all railroad crossings with greatest caution, since one out of eight persons involved in Oregon automobile-train collisions in 1936 was killed.

FRIENDS CHIDE LOCAL COUNCILMAN FOLLOWING STORY

Friends of Roy L. Raymond, Vernonia councilman and electrician, were having some fun at his expense recently following the appearance in a Portland daily of a story covering the first day of the Ledford trial under way there. Raymond was one of the county residents drawn for jury report, and was temporarily agreed upon by both the state and the defense. The story read: "Two men, both farmers, had been agreed upon by the defense and the prosecution when the judge called the noon recess. They were William J. Brooker, Deer Island, and R. L. Raymond, Vernonia."

Business-Professional Directory

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Town Office 891

NEAL W. BUSH

Attorney at Law
Joy Theatre Bldg., Phone 663.
In Vernonia Mondays and Tuesdays

H. M. BIGELOW

DENTIST
Joy Theatre Building
Vernonia - Oregon