

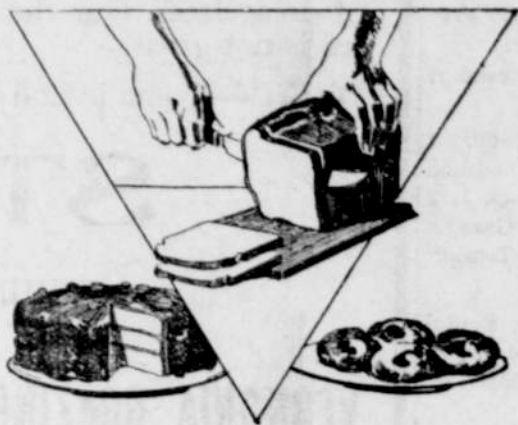
THE EDITOR'S EASY CHAIR

We have a friend who breezes into our office at stated intervals, and if perchance he finds us at our desk he sings, "The editor sat in his easy chair." Now, this man is one of our very best friends but we resent his continual assumption that the editor does nothing but sit in his easy chair. Another man came in to collect a bill this morning and he found us setting a head at the case. "Why, I thought you never worked," said this humorist. "Why, my dear sir," we replied, "I have worked nearly 62 years in a printing office, and as publisher of newspapers over 53 years." "A very commendable rec-

ord you may be proud of," he replied, and then proceeding further, said: "It seems to be a prevalent idea throughout the community that an editor just loafs about the office and draws his salary." Ye Gods and little fishes! Do the people believe that the newspaper prints itself? Do they imagine that the type just marches into line and fill columns? If some of the men who think an editor sits in an easy chair could spend a whole day with the editor, they would quickly change that point of view.

Then there is another wise guy who calls at the office at intervals and brings in a column or two of matter "just to fill up the paper."

If the average reader of any newspaper could see the editorial waste basket he would be amazed at the amount of propaganda, free press stuff and vain efforts to get advertising published as news that goes into that waste basket every day. Just why, otherwise intelligent men, will spend money in an effort to get something for nothing in the newspaper is one of the big problems of today. Ever since the World war, when newspaper editors generously printed columns of free matter for the war loans, the army and navy activities, and other appeals for foreign relief, a hundred corporations have been trying to get into print on the same basis. They have wasted



The Taste Will Tell

The very first bite that you take from either our delicious Pie or Cake will tell you why they are popular and why so many women have quit home baking and buy their pastry from us.

Only quality ingredients are used in our shop and a trial will convince you of the goodness of our pastries and other goods.

Try our small 10-cent pies and lest you forget let Mother's Bread be your "Staff of Life."

VERNONIA BAKERY

Brewer and Visnaw, Props. On 2nd. St. a few doors South of Bridge St.

MILLER MERCANTILE CO.

STORES AT

- CORVALLIS
- DAYTON
- HILLSBORO
- McMINNEVILLE
- MONMOUTH

INCORPORATED



STORES AT

- NEWBERG
- SALEM
- SHERIDAN
- VERNONIA

ANNOUNCING THE ARRIVAL OF LADIES SPRING COATS AND DRESSES



The 1925 Fashion Bud

This season of seasons finds Miller's generously stocked with Exclusive Styled Coats and Dresses for Spring.

Shipments from New York arriving daily.

See revealed in our windows the glory of Spring time Coats and Dresses in full bloom.

Buy that Coat or Dress you are planning on from Miller's and save.

Miller's is the store of standardized prices.



MILLINERY

NEW SPRING HATS

We have now on display for your inspection a complete line of Hats for Spring. The styles are smart and the values the best ever offered for the money. Prices range from \$2.00 to \$6.00

"Miller's a Safe Place to Trade"

Men's Work Clothes

- Canvas Gloves, per pair.....15c
- Pay Day Overalls, bib.....\$1.59
- Head Light Overalls, bib, \$1.98
- Big Yank Work Shirts—
- First quality, not seconds, each..... 75c
- Wool Socks, per pair..... 35c

—MILLER'S—

Big Cap Sale

BIG CAP SALE

Now is the time to buy a new Cap.

- Lot 1, values up to \$2.00, now, each..... 98c
- Lot 2, values up to \$2.50, now, each.....\$1.49

—MILLER'S—

SHOE BARGAINS

- 12 in. Top Loggers Shoes, calked, per pair.....\$13.50
- 14 and 16 in. Top Shoes, values up to \$15, pair now..... \$9.75

LADIES' SHOES

- Two big tables, Fall values up to \$7.00 per pair now being at.....\$1.98

—MILLER'S—

Miller Mercantile Co. Vernonia's Leading Store

HOFFMAN HARDWARE COMPANY HAVE YOU A "TOOL CHEST?"

How many times within the past few months have you had an odd job to do around the house—and no tools to do it with

How often have you said "If I only had a plane, or a pipe-wrench, or a chisel—"

YOU NO LONGER NEED BUY A HARDWARE STORE TO GET WHAT TOOLS YOU NEED ABOUT THE HOUSE

Simple tools not only come in handy, but they pay for themselves without calling in a carpenter, plumber or repair man.

You see something every day that YOU could fix—if you only had the tools to do it with. Many little repairs could be

Why not come in and look over our Hardware Line and pick out a few tools—they need not be expensive—that will give you a start on a "kit" of tools that will save you many dollars. Start with one, add another now and then—and you'll be surprised how quickly you will collect a set of tools you'll be proud of—AND GLAD THAT YOU BOUGHT.

WE'VE A REPUTATION FOR CARRYING DEPENDABLE HARDWARE

"See Hoffman About It"

enough money in this effort to pay for the space they seek at the regular advertising rates. Politicians, reformers, charity workers, a hundred welfare organizations that pay everybody else a salary, pile the editor's desk high with free publicity. For a time the editor smiled and hung the copy on the compositor's hook, but as everybody got to doing it, the hook wouldn't hold the free copy and the waste basket won't hold it and most of it goes direct from the editorial desk to the baler. In self-defense the editor who seeks to meet his bills and pay his employees has adopted the very simple slogan: "You charge, we charge." Which means that advertising fee for all events where an admission fee is charged must be paid for.

No, the editor does not sit in an easy chair. He has as many problems as other business men. He puts in as many hours and goes home just as tired as other business men and he never needs any copy "just to help fill up the paper."—Shelby Co. Leader, Shelbyville, Ill.

Mr. and Mrs. Elvin Mills returned home Sunday from their visit in California.



Washington's Birthday Feb. 22nd.

WASHINGTON BIRTHDAY PROGRAM

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Vernonia High School

SUNDAY AFTERNOON, FEBRUARY 23RD.

- Song by Audience.....America
- Prayer.....
- Quartette..... Local Talent
- Opening Address..... Dr. Hall
- Instrumental Music.....
- Main Address..... Mr. Hayes
- Song..... Star Spangle Banner
- Address..... Mr. Chasteen

Charity or Business-- Which?

Health and Accident Insurance avoids the uncertainty of leaving things to the neighbors; it is a business plan, not charity; it is a duty and a privilege. Don't leave your loved ones dependent upon the neighbors or the public—the neighbors may have troubles of their own. Cut out the risk and worry by a policy in the Mutual Benefit Health and Accident Ass'n. of Omaha

Covers Disability of one day or more, either accident or sickness. Covers every accident and all disease.

Represented by Vernonia Realty Co.