

BUSINESS FACTS

What should be spent for advertising?
 Readers of Oregon Exchanges will recall that, in the last issue, the question was asked by M. D. Morgan, publisher of the Harrisburg Bulletin and answered tentatively, by W. F. G. Thacher, professor of advertising in the University of Oregon School of Journalism. "According to such information as I can command," Mr. Thacher said, "the practice of merchants over the country is to spend from one and one-half up to as high as ten per cent in advertising. The average, however, is about two per cent."

The United States Publisher for April contains an article by Homer B. Clemmons, advertising manager of the Blue Island (Ill.) Sun-Standard touching on this point and suggesting that publishers themselves take some of their own advertising medicine.

"The best ten retail advertising men in the country," writes Mr. Clemmons, unfortunately without giving any idea who any of them may be, "give the following figures as the proper amount of gross business to be set aside for advertising:

- "Department stores, 3 1/2 per cent.
- "Women's specialty shops, 5 1/2 per cent.
- "Millinery stores, 4 per cent.
- "Shoe stores, 4 per cent.
- "Music stores, 5 1/2 per cent.
- "Furniture stores, 5 1/2 per cent.
- "Electrical stores, 6 per cent.
- "Jewelry stores, 5 1/2 per cent.
- "Men's clothing and furnishing stores, 5 per cent.
- "Miscellaneous, 4 per cent."

FRUIT CROPS WILL BE SMALLER THAN LAST YEAR

Only fair crops of apples, peaches and pears are now expected in the United States this year, Department of Agriculture crop officials declared today. Frosts in late May reduced prospects in many scattered sections, particularly in some of the central states, Virginia, Michigan, and portions of New York.

The condition of apples on June 7 was nearly 10 per cent below the usual average on that date. The northwestern States expect more ap-

Fore!!!



ples than were picked last year, but for the country as a whole the crop seems likely to be lighter, although much depends on the rainfall during the next few months.

Peach production shows a large increase in California where most of the crop is canned or dried, but in practically all other important states the crop is expected to be substantially smaller than last year. Even in Georgia where many young trees are coming into bearing, the crop is expected to be less than 7,000,000 bushels compared with 8,333,000 bushels last year.

The pear crop is reported only fair this year, California alone among the important producing states expecting materially larger crop than in the preceding season.

Your Conversation
"PARIS"
 There was a time when the name of Paris, center of fashions, was literally "mud." The Romans called Paris "Lutetia Parisiorum," the m.d.-town of the Parisii. Eventually the name Lutetia was dropped and the present name came into use. The original city was situated on the island upon which Notre Dame cathedral now stands.

MRS. C. COLEMAN



Mrs. Churchill Coleman of Philadelphia and Washington, whose engagement to Leland Harrison, first assistant secretary of state, has been announced.

WANTED—Old cotton rags at the Eagle office. must be clean. cash paid. 40-1f

Mac Says

"Mother
 Did you have
 A stick of candy
 On your dressing
 Table?"
 "No, dear."
 "Well then,
 Baby's eaten
 Your Lip Stick"
 That's just
 How good
 All the
 Lip Sticks,
 Face Creams, and
 Toilet Lotions
 Are that are
 Carried in stock
 At the
 M & M Pharmacy.
 Come in and
 Select your
 Favorite brand.

George Burdick has filed suit in the circuit court of Portland against the Vernonia Light and Power Co., for \$3,016.65 alleged due him on salary as president since last August

The many friends of Mrs. Thomas A. Keefe will be glad to know that she is progressing as well as can be expected, having underwent a major operation at the St. Helens General hospital last week.

Sunday will be the first day of summer; also the longest day of the year. After Sunday the days grow shorter. "Do your Christmas shopping early."

Distinctive Coat-Dress in White and Black



Combinations of white and black, when artfully managed, have so much distinction that they never fail to make a strong appeal to smartly dressed women. Just what may be done with plain white crepe and black-and-white dotted silk is shown in the handsome midsummer coat-dress pictured here—no discriminating judge of craftsmanship in designing will pass it without a second admiring glance. The borders and bandings of dotted silk are edged with white silk braid and a scarf made of it is bordered with the plain crepe. A white hat with white hose and black strap slippers complete a costume of great distinction.

There's a dealer near you who's a specialist on MILES

YOUR neighborhood "Red Crown" dealer's a specialist on increasing gasoline mileage—look him up. If you derive a paternal satisfaction in seeing your dollars work—you'll get an extra thrill from buying MILES instead of just gasoline for your car. Have the dealer tune up your car to "Red Crown"—the economy run gasoline with the extra miles in it—and use the Red Crown Mileage Card. You'll soon learn to get 15 to 30 extra miles per tankful from "Red Crown".

These dealers sell "Red Crown" MILES

- Gilby Motor Co. Vernonia, Oregon
- Vernonia Brazing & Mch. Wks Vernonia, Oregon
- Riverview Confectionery Co. Vernonia, Oregon
- C. O. Thomas Vernonia, Oregon
- Walker & Brown Vernonia, Oregon
- Sundland & Johnson Mist, Oregon
- W. H. Bridgers Mist, Oregon
- Chas. Callendine Vernonia, Oregon

buy miles
The best buy in town-by miles
 STANDARD OIL COMPANY (California)
 © 1925

4th of July

Outfits for Men

IronClad and Honor Built Guaranteed Suits—Best Suit of Clothes on the market for Price and Quality.

Hats, Ties of the very Latest Shades, Shirts, a large assortment, the "Slip Easy" Collars, B. V. Ds, Belts, Suit Cases, Fancy Vests, Gloves, Garters. **A Modern Men's Department.**

The Peoples Store

M. ELLIS & CO. M. MURRAY, Mgr.

longing for something to do. The unemployed are seldom happy, whether this condition is the result of circumstances or of their own deliberate choice.

I sat for a time not long ago in a hotel filled with widows and maiden ladies, and wives without household obligations except to sew on a few buttons or to crochet a strip of insertion for a guest towel or to knit a sweater to be laid away in tissue paper. They were to a woman gossip and critical and like a bunch of cats, ready to scratch over the first bone thrown into their midst. Not one of them was really happy, though each might have been had she had some definite and regular thing to do. They were all strong enough to work; some of them felt, perhaps, that they would have lost social prestige by doing so; some had no ambition. For none of them, unfortunately, was there any economic necessity, and so they continued in unemployed discontent.

Clifford's mother kept her job and was happy, and he finished his education.

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A FOX FARM FOR VERNONIA

Dr. Ella Wight has as a house guest Miss M. Hutchinson, owner of the Hillsboro Silver Fox farm. Miss Hutchinson visited Dr. Wight in the fall and is looking at bits of acreage around Vernonia for the location of a branch fox farm, believing that the climate here is admirably adapted for good fur. In the Hillsboro farm she has had most wonderful success and the increase there is greatly in excess of 100 per cent. Miss Hutchinson is splendid authority on fox farming, having had years of experience in Alaska and believes fox raising is the most fascinating as well as most remunerative way of farming.

Subscribe for the Vernonia Eagle.

THE ARMY OF THE UNEMPLOYED

By THOMAS ARKLE CLARK
 Dean of Men, University of Illinois.

CLIFFORD was wanting to leave college, though he was doing well and was only in the middle of his junior year. His mother was a widow, he explained to me, and she was working hard. It was not that her work was unpleasant, or that the task she was performing was an undue tax upon her strength Clifford did not like the idea of her working. It was a humiliation to him, and he felt that he should himself go to work at once and so be able to support the two of them.

"How old is your mother?" I asked.
 "Forty-eight."
 "Is she well?"
 "She is quite well and strong, and she doesn't mind working, only I don't like her having to do it. I'd rather she had nothing to do."

He had the idea that a person with nothing to do would be more respectable and happier than one who has a regular daily task to perform. Unemployment brings leisure, he argued and leisure begets contentment.

Quite the contrary is true. I know that many people look forward to the time when they will be through with toil, when they can give up business and retire to a life of ease and an employment and happiness, but such people, if they realize this ambition of having nothing to do, seldom find in complete leisure the joy and the contentment which they anticipated. I have known a few men who after a life of activity in business or in a profession gave up their work, retired and settled down to do nothing. They were in most cases unhappy and longed for the old activity to which they had been used. They had too much time to think, and thinking grew tiresome. Most of them, having no active interest left in life, folded their hands shortly and died with a