

COMMUNITIES AND THEIR ADVERTISING

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that these efforts should be increased: that we will find this community advertising of greater good if utilized for the promotion of the particular interests of the communities where the money is raised that there should be perfect harmony and friendliness amongst all the communities in their campaigns and that they should be coordinated as far as humanly possible: that there are questions of national importance which can be dealt with by the entire coast and that we can bind ourselves together for a common purpose: that friendly rivalry between cities is beneficial not only to the cities themselves, but to the states in which they are situated and to the coast at large.

Suggestions for Future Campaigns

In this address I have endeavored to discuss the various phases of the community advertising that are perhaps uppermost in the minds of the people of the Pacific coast. It will be for each one of us to lay before our organizations plans for our future activities. Personally, I propose to suggest many changes in our copy and in what we include in our advertising. While the appeal to vacationists will still be a dominant note, I know that it is possible to the development of which can be promoted by community advertising which will vastly contribute to an increase in population, in land settlement and in the number of our industries and results in the development of new wealth. I seek also to tie in with our community advertising that of other national and local advertisers in a manner that will forcibly draw added attention to our city and state and at the same time perhaps very much enhance the value to themselves of their own campaigns. If all of us can suggest and mature plans of this nature for each of our communities, what a tremendous force we will create for the upbuilding of the whole Pacific coast.

What Has the Pacific Coast to Advertise

We have three basic grounds for our activities:

First. A profound belief that each

one of us represents a community that has something to sell of benefit to the man who is seeking health, pleasure and particularly a more desirable location in which to live and bring up his family.

Second. That there are hundreds of thousands of families in the United States who through various causes of advanced age, climatic conditions, etc., and of young men who are seeking opportunities in a new and less thickly populated country; and of manufacturers and capitalists who are seeking to extend their enterprises and to find a new field for investment, to whom almost any part of the Pacific coast will appeal.

Third: that this is the "east West" and that the limits of migration in this country are reached on the Pacific Coast. With these basic grounds for our campaigns and with the knowledge of the important developments industrially and commercially that we know are ahead of us on this coast, we ought to be able to move to the West an immense population and to stimulate a still greater industrial, agricultural and commercial development. By way of illustration, I might mention a few things that are ahead of us in Oregon. There is \$27,000,000 to be spent in irrigation projects bringing under cultivation hundreds of thousands of acres of land. There is an important development in our hydro-electrical resources. There is a program in the building of several new lines in the Central and other parts of the state. There is a continuation of our highway improvement program and there is just dawning what I believe to be the most pronounced industrial movement that Oregon has experienced in her history. I refer to the development of her mineral resources.

Oregon has never been a mining state so far as the investments of its people are concerned, but it has always possessed extensive mineral deposits. These are new attractions especially those in central and eastern Oregon, the attention of the nation's most noted geologists and biggest mining operators, and if we can read the writing on the wall we may look to immense activities in copper, gold and silver mining, which as we all know will considerably add

to the population and to the natural wealth of the state.

Here, particularly in the Pacific Northwest is the land of opportunity. Here we have everything conducive to the creation of wealth and to make life worth living. How are the people of the rest of the world to know it unless we tell it by direct advertising. No man liveth unto himself and no business house can continue to increase its business in population and without industrial and commercial progress.

All of us know that we are deluged by mail and by personal calls upon our Chamber of Commerce, as we have never been before, for the printed literature of the resources, attractions and advantages of our communities. How are these to be supplied without a community advertising program? How are we to meet the needs of the people? Should it not be the first object of the community department of the advertising clubs of the Pacific coast and of the clubs themselves, to create a more intense interest amongst the business men of the coast of the needs and necessities of community advertising and then to perfect as far as possible our community advertising campaigns?

We know that the people of the Pacific Coast are living under the most favorable conditions of any people in the known world. We in Oregon and the Pacific Northwest feel that we have assets and resources that have yet scarcely been touched. We know we have room for three times the population we now have. We know that we have educational and social advantages equal to those of the east and we know that we have recreational advantages far superior. We believe that in attracting people to our communities we are not only doing something worthwhile, contributing to the upbuilding of our communities, but we are doing more than that, we are improving the living conditions of every family that we bring amongst us. We are bringing to the boys and girls a better life and a broader outlook, and greater opportunities. We are helping to make families more contented, to bring more pleasure and more joy into family life, and we are therefore making better American citizens.

Rexall Store

Month End SALE

FRIDAY-SATURDAY-MONDAY

JULY 24--25--27th

SAVE WITH SAFETY AT YOUR REXALL DRUG STORE—BECAUSE all Rexall Drug stores are partners in the great United Drug Co. The largest individual manufacturers of Drug Store merchandise in the world, they own and operate their own factories, their products being without an equal in quality. You are SAFE, in saving at your Rexall Drug Store with every item we recommend, we guarantee, money back if not satisfied. SAVE NOW WITH SAFETY.

DRUGS

- Seasonable Items at Special Prices
- 50c Aromatic Cascara 39c
- 50c Glycerine and Rose water 39c
- 19c Boric Acid 15c
- 50c Castor Oil 39c
- 25c Fullers Earth 19c
- 25c Tincture Iodine 19c
- 50c Sheep Dip 39c
- 25c Vanilla Extract 19c
- 25c Rochelle Salts 19c
- 50c Milk Magnesia 33c
- 25c Bronchial Tabs 19c

CANDY SPECIAL

- Cream Caramels, lb. Boves Special 39c
- Stationery Specials
- 35c Embassy Linen, 24 sheets, 24 envelopes—Special 23c
- 75c LeClare Linen, 24 sheets, 24 envelopes—Special 49c
- 10c Medford Tablest 7c
- 10c Envelopes, 2 for 15c

ODDS & ENDS IN TOYS

- One lot, special 9c
- One lot, special 19c
- One lot, special 39c

TOILET GOODS SPECIALS!

- 50c Almond Cream Softens and Whitens skin 33c
- 50c Vogue Liquid Face Powder, flesh 33c
- 50c Rexall Hair Tonic 33c
- Stimulates Hair Growth
- \$2.50 Bob Hair Clippers, \$1.00 Barber Shears, both for \$2.19
- 50c Nylotis Face Powder, 15c Powder Puff, both for 49c
- Talcum Powders
- 25c Trailing Arbutus 19c
- 25c Milba Talc 19c
- 25c Nylotis Talc 19c
- 35c Mary Garden 23c
- 35c Juneve Talc 23c
- 50c Bouquet Ramee 33c
- 50c Dazira 33c
- 25c Zinc Stearate, the best Powder for Baby in summer, special 18c

FACE POWDERS

- 50c Violet Dulce Face Powder 39c
- \$1.00 Bouquet Ramee 69c
- \$1.50 Pour LaFrance 89c
- 35c Dresden Powder 25c
- \$1.00 Tijade Powder 69c

MEDICINES

- \$1.00 Syrup Hypophosphites, an excellent system tonic special 79c
- 50c Kidney Pills 39c
- 50c White Pine Tar & Wild Cherry Cough Syrup, special 39c
- 25c Laxative Cold Tablets 19c
- 50c Nydenta Toothpaste, 35c brush, both for 59c

Miscellaneous Items

- 75c Lilac Vegetal, 35c Shaving Cream, both for 79c
- Cedar Chest Chips. Keeps clothes moth Proof, special 25c
- 35c Ballardvale Mallo Topping, special 29c
- 50c Milk Magnesia 33c
- 50c Brilliantine tubes 39c

STANDARD

- Lunch Box—with Vacuum Bottle Special \$1.69

KODAK SUPPLIES | **VERNONIA DRUG CO.** | **KODAK FINISHINGS**

THE REXALL STORE
W. M. FOLGER, Prop

Vernonia Owned **KINGSLEYS** Quality Service Price

CHILDRENS HOSE	20c
LINGETTE, Genuine yard	67c
LINGERIE CLOTH, yard	50c
SHEETS—MOHAWK, 81x90	\$1.75
BARGAIN CLEAN-UP IN INFANT'S SHOES	
MENS HICKORY WORK SHIRTS	98c
MENS WORK SHOES, GUARANTEED	\$3.00
SUMMER UNDERWEAR—SUMMER SHIRTS	
RED WRIST GLOVES—Saturday Only	15c

Cornflakes 9c

Tillamook Loaf Cheese 35c

POMONA BAKING POWDER
19c
Pound Can

DEL MONTE FLOUR
\$2.45

TOILET PAPER
22 rolls \$1.

SOLID PACK TOMATOES
Large 2 1/2 size can, hand packed, 2 cans—
35c

SUGAR
5c

SARATOGA CHIPS
5 for 45c

SHRIMP
2 for 35c

FANCY TOILET SOAP
4 Bars
25c

If you have poor butter—Try ours, Guaranteed Fresh

An Absolutely Guaranteed **COFFEE**

HOTEL BENSON NOT CHEAP but QUALITY 55c

FREE!! SHOPPING BAG 27 Bars ROYAL WHITE \$1.00

CRITICISM

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

IT IS surprising how many things and people one may discover to find fault with if one cultivates the proper frame of mind. It takes neither genius nor unusual intelligence to detect error or discover imperfections. In fact, I have sometimes thought that the more imperfect the critic the more likely he is to see the shortcomings and the weaknesses of others rather than to be impressed with their admirable qualities. Where one man begins to accuse another of trickery and falsifying, I have not infrequently had my own suspicions. I have never known a man found guilty of stealing who did not think the practice of theft quite common, if not universal among his fellows.

Most of the criticism which we hear every day of individuals and of organizations is offered with the mistaken idea that it reveals superior knowledge, a keener intellect, and a better judgment, and a keener insight into human nature than that ordinarily shown. The fellow who criticizes the member of the basket ball team who

falls in making a basket, or the minister whose sermon is not up to standard, or the government or college official who is not running public or educational affairs to his liking, usually does so in a way to give the impression that he knows a tremendous lot about basket ball, or public speaking, or political or college matters, and that if he would only take a hand in any one of these activities, he could show the public a thing or two. There is no form of conceit so colossal as that shown by the self-constituted critic.

Most of the criticism we hear is entirely destructive. It preys upon the weaknesses and frailties of human beings, without trying in any way to remedy them.

Eager as we are to criticize other very few of us accept criticism of our selves willingly or react to it logically. If you indicate to the boss at the breakfast table that the coffee is cold or the biscuits underdone, she very likely meets the criticism by asking sarcastically if you posted the letter which she gave you yesterday, or by reaching across and picking a bunch of lint from your coat collar. It is the same principle which actuates the small boy, who, when caught in a lie and accused of it, meets the accusation by telling his accuser that he is "another."

We criticize too much, both private and public individuals; we take personal criticism badly.

H. H. RICE



H. H. Rice, of Detroit, who has been named chairman of the American delegation to the Pan-American congress, to be held at Buenos Aires in October. The congress hopes to spread the gospel of good roads over both the Americas.

If you have anything to sell or want anything. Advertise in the Eagle

Quality - Service - Price