

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 or 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 attraction 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

TOILET GOODS SPECIALS!

50c Almond Cream 33c
Softens and Whitens skin

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 Powder

25c Trailing Arbutus

25c Miba Talc 19c

25c Nylotis Talc 19c

25c 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

10c Medford Tablest 7c

10c Envelopes, 2 for 15c

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

50c Dazira 33c

25c Zinc Stearate, the best Powder for Baby in summer, special 18c

FACE POWDERS

50c Violet Dulce Face Powder

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

1.50 Pour LaFrance 89c

35c Dresden Powder 25c

\$1.00 Tijade Powder 69c

MEDI-CINES

\$1.00 Syrup Hypophosphites, an excellent systemt onic 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.

THE REXALL STORE

W. M. FOLGER, Prop

FINISHINGS

H. H. RICE



fails 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 ourselves willingly or react to it logically. If you indicate to the boss at the breakfast table that the coffee is cold or the biscuits undone, she very quickly 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, of Detroit, who has been named chairman of the American delegation to the Pan-American roads 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

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

Cornflakes	9c	SOLID PACK TOMATOES
Tillamook Loaf		Large 2½ size can, hand packed, 2 cans 35c
Cheese	35c	
POMONA BAKING POWDER	19c	SUGAR 5c
Pound Can		
DEL MONTE FLOUR	\$2.45	SARATOGA CHIPS 45c
		SHRIMP 35c
TOILET PAPER	\$1.	FANCY TOILET SOAP 4 Bars 25c
22 rolls		ROYAL WHITE \$1.00

Quality - Service - Price