

PUBLIC OPINION

To the Vernonia Eagle. Dear Sirs:

In answer to your request as to the negro question, I want to let you know just how I feel about it. I am from Texas and have one little girl 9 years old going to school here, and I am not going to have her go to school with negroes at all, that is how we southern folks feel about that and I think the best thing to do is to make them leave here. We folks from the south won't send our children to school with negroes at all, so any move you folks make, we are with you. Yours truly.

READER. Dated November 16, 1925

THE SPREAD IN EDUCATION

The urge for education in this country has grown to such proportions that educational institutions are being taxed to their utmost to house the millions clamoring for admission. This year, New York City has enrolled for the first time in its history, more than a million children in its public school classes. Chicago has to its credit more than half a million. So it goes throughout the country. This is the contribution which our public schools are making to the nation. It is the country's investment in its future.

The broad diffusion of education brings into conspicuous view the force of the dominating idea of the nation—equality of opportunity. Education is not confined to "white collars." Scholastic training penetrates farm, factory and work shop. Hundreds of thousands are subjected to its influence in night classes, extension classes, part-time classes, correspondence courses and at home by radio. It makes education—as is proper in a nation founded on democracy—democratic.

This spread of learning calls for an equalization in our social status, and education must establish it. Existing social classifications can hardly survive the present leveling influence of literacy. In this country, where a laborer today becomes a bank president tomorrow; where a shop mechanic lifts himself to motor magnate; where the self rise suddenly from obscurity to eminence, there is needed a new social recognition for all honorable occupations. Educational tendencies must not be controlled by, but must control that social standing.

Education is the great leveler. It is breaking down the barriers between those who toil by hand and those who labor by brain; it is tearing down the wall that separates the social elect from those of humble origin. Step by step this country is moving in evolution of a new measure for social value—worth rather than wealth—where, if there be any aristocracy at all, it will be an aristocracy of brains. It is tending more and more to become the world's true index of value. For in every occupation men and women are measured by their works, and the quality of their work is in the main affected by the knowledge and training education bestows.

"The Colonel's Lady and Judy O'Grady" may be "sisters under the skin" but education brings the equality to a visible surface.

A national guard company in a western state had been using a loud speaker on its phonograph at company headquarters. Something seemed to go wrong with the instru-

Mac Says

Our Combination

treatment for

common Colds

stop's em

in a hurry.

Start the

treatment at the

first sneeze

and make it

the last one in

Vernonia.

It's sold at

MAC'S PHARMACY

ment and one of the boys took it to a local radio dealer for repair.

Upon investigation it was found that the instrument had been made by the Magnavox Company of Oakland, California. The company was written about new parts and replied:

"If Magnavox is stamped on the instrument, we will furnish new parts free of charge, or if it is sent to us and freight charges paid, we will furnish the parts and repair it free of charge. From your description we judge the instrument has been in use about 11 years."

This is the type of service that is placing American industries in the front rank today. A manufacturer of a country that will stand behind its goods or its principles in this manner has an unlimited future before it.

School meeting, road meetings, commercial clubs, etc., seldom get the attention they deserve. The union high school meeting last Saturday, which was a very important meeting, only drew the attention of three people and none of the three had any children in the high school. There was a budget to adopt and other urgent business to come up. Judge Harris, R. Sessman and Wm. Pringle attended. The three men asked of the school clerk and superintendent a few direct questions that were not exactly clear to them, and after the explanation voted to adopt the budget as advertised. Everybody must agree as everybody will have no say. The gentlemen attending acted in good faith and their judgement was entirely correct. But, it seems that more parents and citizens would be interested.

Christmas Cards CHRISTMAS CARDS CHRISTMAS CARDS CHRISTMAS CARDS CHRISTMAS CARDS CHRISTMAS CARDS CHRISTMAS CARDS

Come to the Eagle office to see samples, and let us print your name on them as they should be. Samples now in stock.

Make us your gift counselors



Gifts for important occasions such as weddings, graduations, or anniversaries are not to be chosen lightly. There must be no doubt whatever either as to their quality or their fitness for the occasion.

Our knowledge of diamonds, watches, jewelry and silverware is based on our professional experience. Thus you can trust absolutely the quality of the articles we show.

Through this same experience, we can tell you not only what is most appropriate for the person you have in mind, but also what is and what is not correct in style. Make us your gift counselors—today.

A small deposit will reserve any article in our stock for Xmas.

KULLANDER'S JEWELRY STORE

Expert Swiss and American Watch Repairing Done

REITHNER'S

We Give Thanks

to the people of Vernonia and surrounding country for the confidence they have placed in our store, and its merchandise.

Our Store is Santa Claus Headquarters

Make your selection from our NEW stock for your Christmas Gifts. When you buy at our store you are absolutely sure of getting something new.

VERNONIA'S LEADING STORE

REITHNER'S

Recent rains put more water in the streams that were getting extremely low and salmon are plentiful in both Rock Creek and in the Nehalem river. When the fish begin to run the boys are in great delight. It is against the law to shoot them or spear them, although no objection to catching them with hook and line if you have a fishing license. Most of the large salmon that come up the creek this far at this time of the year are unfit to eat and there is very little excuse for getting them.

Rainier Boy Loses Leg.

While attempting to "hook" a ride on the rear of a wagon, driven by A. Hoskins, farmer, Douglas Parsons

7, son of Mr. and Mrs. William Parson of Rainier, was caught in a wheel and one leg twisted nearly off Monday. The lad was taken to the

Rainier hospital, where the limb was amputated just above the knee.

WORLD'S FAIR—PORTLAND 1930

WHEN YOU BUMP OFF, WHO'S GOING TO BUY THE BEANS?

"ASK HAYES"

Who drops in once in a while to Vernonia with a smile. "Builder of Vernonia's big mill, now building incomes for thoughtful people."

SKAGGS Cash stores Money saving Distribution Without Waste UNITED STORES stores The Origin and Operation of Skaggs Stores

From the beginning of this explanation of the essentially co-operative plan of operation that has made the phenomenal growth of Skaggs stores possible it must be clearly understood that this concern does not and never has posed as a philanthropic institution. Perhaps, because of early influences, the executive heads have been possessed of a more than ordinary deep sense of justice and fair play toward their associates and the public, and these, in turn, may have inspired many of the seemingly revolutionary policies that have been put into practice. But these policies have only been made operative after it had been determined that they would prove sound.

It may seem a cynical thing to say, but it is a scientific fact that practically everything anyone does is based on his conception of self-interest or self-gratification. And this applies to our noblest as well as to our meanest actions. We do the things which we consciously or subconsciously believe will satisfy our spiritual or material desires. This is as it should be and—upon a little thought—will be seen to harmonize perfectly with the loftiest teachings and the most altruistic ambitions. Even unselfishness is selfish.

Therefore, when our men work overtime they do so because it is distinctly to their own personal advantage as well as from a sense of loyalty to the organization and the enjoyment they get out of their work. And the organization in turn, has made it possible for the individual to profit from extra effort, not only from a sense of justice and fairness, but also as a means of insuring its own successful operation.

Oftentimes the things which we do as a means of satisfying our own sense of fairness will react, unexpectedly, to our own material advantages and it will be found that we have accidentally uncovered a principle which, if intelligently applied, will solve many of our most serious problems. Such a thing happened with the opening of the second Skaggs store.

When the second store was opened it became necessary to employ someone to operate it and the owner of both stores—believing earnestly in the principle that every man is entitled to share in the profits he helps to create and desiring, sincerely, to provide the new man with every opportunity and incentive—hit upon the plan of paying the manager of the new store a nominal salary plus 30 per cent of the net profits of his store, such share of the net profits to be paid every three months.

It should be made clear that the plan of compensation decided upon for the first Skaggs manager resulted, primarily, from the owner's desire to be absolutely fair with his associate. However, it was also obvious that such an arrangement would make the manager's personal earnings dependent, to a large extent, upon his own effort, intelligence and efficiency and tend to insure his enthusiastic co-operation in the methods which the success of the first Skaggs store had demonstrated to be fundamentally correct.

That this plan of sharing the profits with the men who helped to earn them was the result of a more or less idealistic impulse did not, in the least, detract from its practical value, both to employer and employed, and its continuation and elaboration to the present time constitutes one of the most important foundation stones upon which this vast organization rests. The spirit which it exemplifies has attracted to us the highest type of men and women to be found in any similar business in the world, but for whose loyalty, interest and intelligence it would be impossible for us to successfully operate our more than 300 widely scattered stores.

Business policies are the chains by means of which successful un-

dertakings are steered through the seas of commerce—road maps, pointing the way to the desired destination. If they are right they lead to success through service. If they are wrong—well, the coast of commerce are strewn with the wrecks of businesses that tried to operate under mistaken or deliberately deceptive policies. We who come into daily contact with established policies of large institutions are prone to take them as matters of course, and either approve or disapprove of them according to our various lights. Rarely does it occur to us to consider the manner of their making or the amount of time and thought—sometimes days and weeks of concentrated study—that has led to their formulation and promulgation.

The first Skaggs store differed from other stores chiefly in the important particular of its almost unbelievably low operating costs. Despite the fact that it was founded with the avowed determination of eliminating waste from the distribution costs of foodstuffs, it was difficult to realize at first—how much had really been accomplished and the extent to which the methods employed were destined to influence retail practices. Neither could it reasonably be expected that the founder could foresee and lay down rules and policies to govern the thousands of contingencies and problems that arose as the business grew and spread. These had to be met and solved as they presented themselves and out of their solution and the soundness of the judgment with which the solution was applied as grown this vast organization and the policies and personnel that have made its outstanding success possible.

For instance, it was discovered that the savings in operating costs—as compared to the operating costs of the average retail grocery—in themselves constituted a liberal profit. The Federal Government in its investigations of profiteering, had determined that from 16 to 18 per cent was a fair operating cost for the average grocery—to which must be added a fair net profit. Operating costs in the Skaggs store were less than half the amount allowed by the Government—a condition due entirely to the spirit in which it was founded and the operating economies effected and one which permitted the new store to do business and make a liberal profit on a margin less than the actual costs of the average store. This fact, plus the disposition to share the savings effected with the consumer, enabled the first Skaggs store to do a constantly increasing volume of business and eventually to warrant the opening of a second store.

The second Skaggs store was opened in October, 1916, and subsequent like ventures followed in due course and order, but it is worthy of note that in the working out of a plan of operation for the second store, good business practices and the principle of the Golden Rule were observed.

This plan was based upon a profit sharing ideal of equity to the customer, the manager and the originator. Its fruition is evidenced by a practical tangible FUNCTIONING reality and its application has served to weave a closely knit organization—alike in ambition, desires and practices.

It has given a present and future to clear headed young men, who in their ambition to achieve are thrice willing to serve. It has put responsibility in the hands of those most affected and has never overridden their rights nor ignored their ideas privileges and suggestions. It has attracted loyal hearted men—men not susceptible to petty bribery nor shortsighted promises. It has given us more than three hundred busy stores and upwards of fifteen hundred energetic young people with trained minds, open hearts and eager hands, thousands upon thousands of patrons, and it has elevated the standards of food distribution throughout the entire West.