



VERNONIA EAGLE

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Editorial

Learning to skate causes many a man's downfall. Think of the money we save every year on fly-swatters! The value of a kiss depends upon the law of supply and demand. There is more parking space around a library than around a movie. Only a few more months until bathing girls will be back on magazine covers. It is easy to figure what you should have said after it is too late to say it. The Capitol at Washington covers 362,000 square feet and no telling how many square heads. The vital and telling phrases coined day by day are so incorporated in our language. If you are worried, just think of the money you save this season by strawberries being out of season. Character is made by the things you stand for; reputation is made by the things you fall for. When the man tells her that he loves her wonderful mind, he means that she isn't much for looks.

DOING THE SHOPPING

IF HUMAN nature were not what it is, the Christmas season might not be one of rush and worry over what to buy, and sales forces in stores would not be rushed to exhaustion in the two or three weeks before the event. If people did their shopping when it could be done under the least congested conditions, it might extend over months instead of weeks, and it would be not less seasonable. However, none but the exceptional persons think of doing shopping until it tends to rob the season of the "cheer and good will" that attach to it sentimentally. The "good will" might actually percede the shoppers were they not overworked trying to find what they want and struggling to get it. Yet it would not be Christmas for a lot of people were it not otherwise. They have become so accustomed to waiting and then making a hurry-up job of it that they would not feel right were it done betimes. Human nature is a peculiar thing despite the fact that all of us have it. It wouldn't be human nature if it wasn't odd. If we did everything in a reasonable and sane way we would not be human beings. We would be a super human and that is too much to expect. It is the prerogative of human beings to do as they please and of course most of us please to delay as long as we can the doing of what we cannot avoid. There may be those who are fore handed in Christmas shopping but they are rare and so different from the mass that they are add, too. By the way we must do our shopping pretty soon.

THE OLD-TIME CHRISTMAS

OLD-TIMERS caught in the holiday rush and gazing at the wonderful alluring panorama of the shop windows often fall into a reminiscent mood and re-live the Christmases of the long ago. Who does not fondly recall the magic of Christmas in his childhood? Most of the presents were home made. Perhaps grandma furnished mittens, knitted by oil lamp after you had been tucked in bed—thick warm mittens with a long cord that extended up through coat sleeves and around the neck to prevent loss. Aunt Saphronia gave you a basket of Christmas cookies, shaped like animals and stars and covered with delicious colored sugar. Uncle Tom gave you a watch, and his generosity appaled you even if it was the old turnip that he had discarded. You can imagine the reaction you would get if you tried giving a 1925 boy a second-hand timepiece. Most of the presents were useful, in the old days, including a reefer overcoat and a new pair of shoes. As for "boughten" presents, they were limited to "the Erie Train Boy," by Alger, Henty's "With Clive in India," a New Testament, a sled, a pair of skates and that most wonderful of all old-time toys, a tin monkey that climbed rent, fuel or insurance. The aim of the advertising manager is to buy the largest possible circulation among per-a string. At that, Christmas of long ago represented proportionately as big an outlay as now, comparing earnings in the two periods. But the gift itself was secondary to the spirit of the giver. Somehow every grown-up can't help believing the Christmas dinners of those days were superior. The Christmas eve entertainment at the church was as enjoyable as the modern movie. And the ride in a

cutter over the deep snow beat the auto-trip of 1925. Christmas is always changing and (to adults) never for the better.

The truth is that the merchants of Rainier is proportionately in the same position relatively to newspaper advertising as the Portland store. He pays the same proportion of price as regards circulation, with the added advantage that his advertising is printed in the home paper, every page of which is read, and every ad of which is seen and studied. He does not have to pay for circulation that gives but a glance and often not even that, to the ads. His ad, if he used it as consistently, steadily and carefully as the Portland business houses do, will bring him the same proportion of business as the ads used by the big stores of Portland, who "can afford" to advertise.

Of course these big stores can afford to advertise. And their primary reason for advertising is because they cannot afford not to. Not a leading store in Portland would think of doing business for a week at a time without advertising. Their success depends upon the efficiency with which they "sell" their business to the public even before the public reaches their store. These big stores take their advertising seriously; they are not in the Oregonian or Journal or Telegram in order to keep these papers in Portland. It is no secret that one of the biggest advertisers in Portland is not on the friendliest terms with one of the big papers there. But he needs that paper, and far from advertising to support it, he uses its space as a means of promoting his own business—let the paper go hang, but give him his advertising space.

One of the underlying secrets for the popularity and success of the chain stores is that they consistently and persistently advertise. Not by fits and starts, but by a campaign which never ends, and which is provided with a budget that is planned for a year in advance. The 20th Century stores, Piggly Wiggly, Skaggs, J. C. Penney company, in fact, none of the chain stores that have built up a national business would think of doing business without devoting a definite sum and careful study to their advertising. He who would point to them as examples of those who can afford to advertise should also take cognizance of the fact that the reason why they can afford it is because they do advertise.—Rainier Review.

ADVERTISING CUTS PRICES

PERSONS who have not given the subject of advertising serious thought may be inclined to believe that standard products could be sold cheaper if the manufacturers did not spend so much money in advertising them. The contrary is the truth. Every concern which seeks a general market for its goods finds it necessary to set aside a certain sum each year for advertising, and this is charged as a part of the operating expenses, the same as sons who would be interested in his product.

Every manufacturer has certain fixed charges which must be paid out of the receipts from the business, and the larger the volume of business that can be created the less per article is charged for the payment of overhead costs. This volume of business is obtained only by creating a demand for the goods, and it is most quickly and cheaply done by direct appeal through the newspapers.

The same principle which obtains in the case of the general advertiser could be applied in the business of the smallest merchant. The quicker the turnover which a dealer is able to make the sooner his profits is obtained and the cash is put in the till for new purchases. Advertising of the practical kind will help to make quicker sales and more frequent profits. The result is that the retailer, with the aid of the general advertiser, is able to maintain standard prices and quality in the widely advertised articles.

GET YOUR AUTO LICENSE

THAT annual, easily forgettable need, next year's auto license, is upon the motorists of Vernonia. For weeks officials have been calling public attention to this important matter. While there has been some response, thousands of motorists are apparently going to delay until the last day and when their licenses cannot be issued "while you wait" will start to cuss. Obviously the thing to do is for the motorists of the state to make their application now. There is no indication that any respite will be granted delinquent motorists after January 1. None should be, ample notice has been given. The auto division has been ready for a long time to issue the licenses. If part of the public choose to ignore the opportunity, they will get no sympathy if after the first of the year they are arrested for carrying antiquated license plates.

IT MAKES ALL THINGS NEW

WHILE it seems impossible to say anything new on the subject of Christmas celebration, the miracle of the season is that the custom of nearly 2,000 years makes practically all things new. The aged become young again through their rejoicing in the delights of the grand-children with the things that once made their own eyes open wide in wonder—memories of their own childhood also come back to them. It is not simply a jest that papa also likes to play—even though he may say it is just to test them—with the toys he buys for the youngsters. Thus, while the holiday is particularly a festival for the children, emphasizing the story of the Babe in the Manger, it also has for the olders its pleasures and the wider significance of that world-inspiring event in Bethlehem

IF YOU HAVE ANYTHING TO SELL, RENT OR TRADE AND WANT QUICK RESULTS, PLACE AN AD IN OUR CLASSIFIED COLUMNS

We make fresh chocolates every day. Come in and see us make it. Lincoln's Candy Kitchen 174

See O. Daust about building you a good home. 174

They offer greater performance, greater beauty and greater dollar for dollar value—that is the Chrysler Four—Ask your home dealer—The Monkey Wrench Garage. 164

Try an Eagle Want Ad.

Mistletoe Wisdom By Violet Allyn Storey. —in Montreal Family Herald

HE CHANCED to spy a bunch of greens That hung above his head. And then he looked at her askance, "What is that thing?" he said. She blushed and shook her learned locks. And turned her face aside "Oh, that is very interesting!" She rapidly replied, "The druids used to hunt for it To keep their souls from strife And sometimes they would cut it down With silver bladed knives. And one time Baldir of the Norse, Or legend tells us so, Was shot with arrows of it, so Some fear the mistletoe." "The Mistletoe? Step out a bit. I'm not afraid of this. I'll tell you what I know of it." He told her with a kiss.

J. M. CLARK Real Estate Insurance Notary Public Farm and City property for sale. List your property with me I get results.

Warmth that's always on call,

Warmth is so handy —with a portable oil heater and Pearl Oil—necessary heating auxiliaries! A warm living-room, hallway, nursery or bath—at the touch of a match! Pearl Oil is refined and re-refined by the Standard Oil Company's special process—so it burns clean! No odor—non-corrosive. Order by name—"Pearl Oil."

STANDARD OIL COMPANY (California)



PEARL OIL (KEROSENE) HEAT & LIGHT



Not a vacant house in Vernonia! Buy this block with 12 lots for \$600 and build a flock of houses, they will all be taken before they can be finished. East side fine location. See G. C. Olsen, Vernonia Realty—Adv. 1781

Baker—Daddy Lode Copper Co., will prospect for six months on promising copper property.

Harrisburg—S. P. and Harold Shutt buy and will publish "Harrisburg Bulletin."

A good many husbands are getting shot by their wives these days. But you'll notice none of them are the one who helps wash the dishes. The small ads, get results.

15 acres of the finest view of Vernonia and valley. Subdivided into acre tracts and make some easy money. \$1200 cash handles. Full price \$1800. See G. C. Olsen, Vernonia Realty.—Adv. 181



In addition to it being a custom at this time of the year for everyone

to wish everyone else a Merry Christmas, we consider it a privilege to wish our friends and customers a Merry Christmas. We hope that we may see you in person to extend our best wishes to you, but if not, please consider this message as direct from our hearts.

The Vernonia Eagle

Christmas Bells

I heard the bells on Christmas day Their old familiar carols play And wild and sweet The words repeat Of peace on earth, good will to men And thought how as the day had come, The bellies of all Christendom Had rolled along The unbroken song Of peace on earth, good will to men

Your Chrysler Dealer sells the same car at the same price and gives the same service and guarantees and you are patronizing a home dealer.—The Monkey Wrench Garage.—Adv. 164

I'm in Business!

Blacksmithing and Horse shoeing You Know My Work I am located across the street South of the Crawford Garage My entrance is on Maple street. My work guaranteed. Inviting all my old, as well as new customers. W. T. HATTON Hatton's Blacksmith and Horseshoeing Shop 174