

Publicity and Booms.

The circus, enduring from year to year and about the same sort of an institution that it was a quarter of a century ago expecting that it has become more moral and law abiding is a monument to the success of advertising. Another monument to this great business science, which never fails when its principles are correctly applied, is the real estate boom.

An exchange has pointed out that there was nothing new about Florida "No new physical discoveries were made," says the Chicago Journal of Commerce; "no magical fountain of health or wealth was tapped. And yet suddenly the whole nation commenced hearing about Florida, talking about Florida; and a vast multitude began trekking to Florida. Why? What had happened? Nothing but advertising."

As this publication goes on to say "Florida promoters decided to promote their state as they would promote phonographs or shoes or automobiles or canned beans. They decided to 'sell' Florida to the country; and the obvious business method of accomplishing that purpose was by advertising."

You recall readily enough how it was done. Communities began to rival one another in extolling their attractions. No expense was spared. Promoters hired the biggest men in national life whose services could be procured. No name was too prominent or too sanctified to be sought. The best copy writers were put on the payrolls of the real estate men. Among the latter were novelists—authors of best-sellers—men highly skilled in the descriptive art and in the use of adjectives. Before these experts had finished, Florida became something more than a state of splendid resources and a bully old winter resort—it became a paradise and an Aladdin's land. The advertising of one Florida development alone is reported to have reached seventy million readers.

The job was well done. The question arises now whether or not it were too well done. Probably not. Reaction is inevitable and the speculative fireworks must burn out. Many people will lose, but a majority of these knew the chances they were taking and have the gambler's solace that they got a good run for their money. Most of the wealth that went into Florida will remain there. That is good for the state. Development will proceed at a slower pace, but it has had an impetus. The point is the Floridians started something. Booms are never an unmixer evil where there is something real behind them. It remains to be seen whether the people who "sold" Florida will be able to keep it sold.

Advertising will do as much, on a proportionate scale, for any section or town in this country. While not advisable to carry the matter to such extravagant lengths as in the case of Florida, it demonstrates what can be done where interests are united for a set purpose. Where the newspapers and business interests of a town start out on a program of improvement and increased activity, they intensify the same spirit in rival towns. The entire region soon becomes pretty well advertised. Prosperity becomes general and continues so long as the movement is kept within healthy bounds.

ROY RANDOM REMARKS

Please don't read this column folks we are not responsible. You see, we saw a show the other night in which the heroine was fully dressed and we have been wondering ever since what she looked like—if you follow us.

Of course you may have something in common with the girl who asked her "Sheik" if he knew any good stories. He replied that he knew several but that they were not of the parlor variety. She invited him into the kitchen.

She may have wanted to make fudge.

Did you hear about the big hold-up?—women are wearing suspenders

On which Ivan remarks that a "hold-up" is a crime, and that he would like to see crime abolished—if you follow him.

Whenever we think of the snare sex, it always brings the subject of marriage to our mind.

Marriage is a great institution "there is nothing like it."—"Ask the man who owns one."

We do not agree with the orator who vociferated: "And now that I have warned you against marriage, I hope everyone here will avoid it like a plague—and raise your children the same way."

Marriage always reminds us of the home loving man who arose from his favorite arm chair one evening with a mightily pained expression on his face. "What is the matter dear?" asked his wife? "Oh nothing," was the reply, "except that I've found that needle you were looking for this afternoon."

And don't forget the Scandinavian preacher who remarked: "Reveries will be held all next week. Meetings will be held on the Nort' end, and meetings will be held on the Sout' end, and babies will be bab-

tized on bot' ends.

Man Drowns to Save Life (headline.)—To which Briggs remarks that there are several lives he would like to see saved in the same manner

Briggs thinks that "The Great Open Spaces" is a treatise on student brain structure.

The street orator was going strong down on Trent the other night, thus: "It is the strongest, most all pervading influence that mankind has ever seen. It is potent and powerful beyond conception of mortal mind." (Dud turning to Char) "Must be the same stuff we had last night."

A cub reporter on being cautioned by his employer to avoid direct statements, so that the paper could not be involved in a libel suit, wrote as follows: It is rumored that a party was given last Thursday night or thereabout, by Mrs. Lund, who claims to be the wife of Mr. J. A. Lund, presumably of this city. The guests, according to an unauthenticated report, were: Mr. and Mrs. Bob Catt, Mr. and Mrs. Dustin Stacks, Mr. and Mrs. Rocks, and their daughter, Lotta Rocks. It is alleged that the guests enjoyed a pleasant evening.—Student Printer News.

The other day a tourist stopped over night here in Vernonia and remained a couple of hours the following morning, to do a little shopping. Evidently we were hitting on all six, for he stopped into one store for a small purchase, and apropos of nothing at all, he beamed on the proprietor, and remarked: "Brother, I like your town. It appears to be going somewhere. What I mean, you're aggressive—spirited. Seem to be on your toes all the time. You would understand why it elicits this from me, if you traveled across the country for three weeks, as I have. I'm merely passing the flowers while you can see 'em, and I'll be on my way."

We can't realize fully what it means to have a stranger stop with-

in our gates and leave with such an impression on us. We could not buy that kind of advertising. Let us congratulate ourselves that we have earned it, and make a definite effort to send them all away with that opinion of us. Vernonia is a real town. And we are "going somewhere" Let's make our first stop 5000 population, the best trading point between Portland and Astoria. Let's get after a few good manufacturing industries that will harmonize with our facilities and our people. Let's make our streets the best kept in this section of the state.

Let's be known as a "good town that's going somewhere." Let's spend our dollars here in Vernonia, where they will boomerang back to us. And when we are in the big city, let's write 'er high, wide and handsome. John J. Jones, of Vernonia all over the register.

DOES IT PAY?

Not long ago a lady called at this office and regained possession of her lost purse containing several dollars in money. A want ad placed in the Independent by the finder of the purse accomplished its purpose. And then some will argue that it does not pay to advertise on the slim pretext that people do not read the advertisement. Let a grocerman, for instance, advertise 30 pounds of granulated sugar for \$1, and see whether or not people read the ad. That merchant wouldn't be able to find enough sugar in town to supply the demand for one day.—Chas. Coe, in the Potosi (Mo.) Independent

LIFE IS A SERVICE

The idea, shared by many that life is a vale of tears is just as false as the idea shared by the great majority—the idea to which youth and health and riches incline you—that life is a place of entertainment.

Life is a service, and in that service one has to suffer a great deal that is hard to bear, but more often to experience a great deal of joy.

But that joy can be real only if people look upon their life as a ser-

vice, and have a definite object in life outside themselves and their personal happiness.

Political Announcements

TO THE VOTERS OF COLUMBIA COUNTY

I wish to announce my candidacy for the nomination to the office of Representative on the Republican ticket at the primaries in May, and respectfully ask for your support.

If nominated and elected, I promise to exercise my best efforts to further the interests of Columbia county and its citizens, and to work for the good of the State at large. Respectfully, A. E. ALLEN.

3310

JAMES J. CROSSLEY
Portland, Oregon

Candidate for the Republican nomination for United States Senator at the May 21st, 1926, Primaries.

Will always be present when the Senate is in session looking after the interests of all the people of Oregon just as loyally as he did when State Senator, U. S. Attorney in Alaska and a soldier in France. Represents no special interests.—Adv. 30tf
James J. Crossley.

ANNOUNCEMENT

I hereby announce my candidacy for the office of Justice of the Peace for District 4, including the city of Vernonia, subject to the will of Republican voter. P. HILL. 34tf

LOWEST PRICES FOR INSIDE PAINTING

Before the busy outside painting season starts I can quote you lowest prices on all inside painting and varnishing, walls, woodwork, floors, etc. Only the best, PAINTERS' Paints, Varnishes and Enamels used on all jobs

I GUARANTEE SATISFACTION You will save money by asking for a quotation on your work now.



F. R. ENOS
Vernonia, Phone 193



Men can depend upon—



all the nourishment of the tender young grain-fed porker is retained by the Frye exclusive mild curing. That means a wholesome and healthy food, body-building as well as delicious.

Lunches for children, and for grown-ups, too, present no difficulty if Frye's "Delicious" Brand Ham is in the larder.

Mothers know that a lunch box filled with Frye's "Delicious" Ham sandwiches supplies the brain and brawn building material that growing children need.

Frye's "Meat Guide" in the kitchen leads to many a treat in the dining room. You can have one—just send 2c to cover cost of mailing. Knowing how is the only "Royal road" to cooking success. Frye's "Meat Guide" will show you. FRYE & CO., SEATTLE

Everything the Name Implies

Summer Drinks, Ice Cream and Candies

We make our own Candies and Ice Cream

NEW FOUNTAIN—

A SPECIALTY ON

MILK SHAKES

10 and 15 cents

LINCOLN CANDY KITCHEN

A NEAT AND QUITE RESORT

—Pure, Sanitary, Wholesome—

Stop in the White Front Candy Kitchen for a fresh, cool drink, a soda or ice cream. Take a box of candy to your wife, mother or best girl

WE MAKE OUR OWN CANDY...

It is delicious and pure

THE WHITE FRONT — West Bridge Street

Come in and see us

SPRING TIME, WITH SUNNY DAYS, IS KODAK TIME

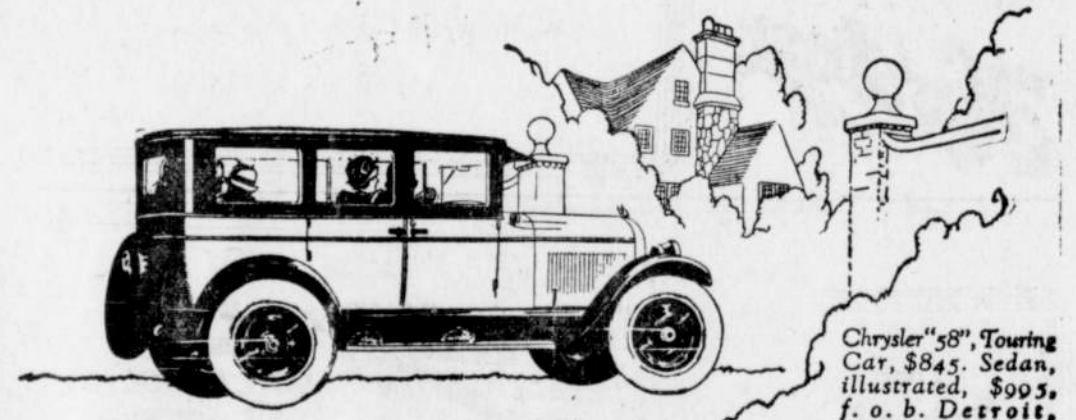
Don't be without one this Spring.

KODAKS, KODAK SUPPLIES
KODAK FILMS, ALL SIZES
KODAK PICTURE DEVELOPING
and finishing—Enlarging

GET KODAK SERVICE AT

Vernonia Drug Co.

Wm. FOLGER, Prop.



Chrysler "58", Touring Car, \$845. Sedan, illustrated, \$995, f. o. b. Detroit.

ONLY CHRYSLER "58" COMBINES THESE RESULTS THAT SET THE STANDARD FOR CARS IN THE \$1000 PRICE CLASS

58 Miles an Hour—
5 to 25 Miles in 8 Seconds—
25 Miles to the Gallon—
—and Now \$845

CHRYSLER "58"—Touring Car, \$845; Roadster Special, \$890; Club Coupe, \$895; Coach, \$935; Sedan, \$995. Disc wheels optional. Hydraulic four-wheel brakes at slight extra cost.

CHRYSLER "70"—Phaeton, \$1395; Coach, \$1445; Roadster, \$1625; Sedan, \$1695; Royal Coupe, \$1795; Brougham, \$1865; Royal Sedan, \$1995; Crown Sedan, \$2095. Disc wheels optional.

CHRYSLER IMPERIAL "80"—Phaeton, \$2645; Roadster (wire wheels standard equipment, wood wheels optional), \$2885; Coupe four-passenger, \$3195; Sedan, five-passenger, \$3395; Sedan, seven-passenger, \$3595; Sedan-limousine, \$3695. All prices f. o. b. Detroit, subject to revised Federal excise tax. All models equipped with full balloon tires.

We are pleased to extend the convenience of time-payments. Ask about Chrysler's attractive plan. Chrysler dealers and superior Chrysler service everywhere.

All Chrysler models are protected against theft by the Federal patented car numbering system, pioneered by and exclusive with Chrysler, which cannot be counterfeited and cannot be altered or removed without conclusive evidence of tampering.

CHRYSLER "58"

Enthusiastic owners—increasing at the rate of more than ten thousand a month—assert that Chrysler "58" delivers more of power, sustained speed, pliability, fuel mileage and charm of appearance than any other car even remotely approaching its electrifying new low price.

We are eager to show you these performance features which make Chrysler "58" the supreme motor car value of today.

Monkey Wrench Garage

C. CULLENDINE—Vernonia, Oregon