

The Vernonia Eagle



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IF EVERYONE BOUGHT HERE

What would be the dividends payable to Vernonia if every citizen on December 31, 1928 could truthfully say he or she had not violated a community resolution for 1928 to "buy at home?"

The increased business which would obtain for hometown merchants from such a community resolution might seem inconsiderable to those who buy seldom if ever through the mails, but to that person acquainted with postal money order statistics and the numbers of mail order catalogs annually pouring into the resulting loss to the community is staggering.

At this time, when community cooperation and loyalty are doing so much for community growth and prosperity, it seems that an intensive and concerted campaign for one solid year for 100 per cent inculcation of the "buying at home" habit would discover for every community the hidden "fountain of prosperity."

Presupposing that the mail order catalog cover has been clamped down tightly for one year by the whole community the probable benefits which would accrue to the community are amazing. Firstly, thousands of dollars annually shipped out of town would pour into home town stores. The increased business would encourage the merchants to store improvements, the purchase of larger stocks, the lowering of prices and to otherwise improving service. The benefit to the public of better stores, larger stocks, lower prices and better service is obvious. Business begets business. It is the busy town which attracts new industries, new business, new citizens, and new buildings. Population increases and building improvements distribute the tax burden over a larger area, lightening it for the individual.

Is there anyone who doubts that Vernonia would be a bigger and better town to live in in 1929 if everybody bought at home in 1928?

DISCREDITING MOON FARMING

To question confidence in the almanac when it comes to planting is still regarded as almost sacrilege by many an old-fashioned farmer. Unless the "sign" is right, he is sure that it will be useless for him to attempt to get a crop.

The federal department of agriculture has issued an almanac for farmers, and this almanac contains a somewhat serious attack on the ideas of persons who adhere to the moon lore for farming and gardening. This almanac will have the approval of the modern farmer who has adopted business like methods in his farming operations.

"Don't play by the moon," the almanac says, "but get the best seed and prepare the seed bed, then plant when soil and moisture conditions are right." Good sense certainly, but how are you going to convince the man who has a moon aimanc hanging in the kitchen?

The farmer who plants by the moon sometimes makes out a good case for himself, in spite of agriculture insists that the preparation of the seed bed and planting at a time when conditions of heat and moisture are the most favorable, with proper cultivation, will insure good crops, regardless of what the moon almanacs say. Students in agricultural schools and some farmers may believe that, but it is too

much to expect that many farmers will not continue skeptical in spite of the assurance of the experts.

ECONOMICAL ADVERTISING

Competition for business is keen and likely to remain so. This year and the years following are a time to buy advertising economically, to match in advertising the increased efficiencies of production.

Newspaper advertising is low-cost, productive, localized advertising. It is the logical aid of business at a time when volume is large, when hand-to-mouth buying puts a premium upon flexibility and control. Newspaper advertising permits more speed because it has four-wheel brakes.

Newspaper advertising can be focused without waste upon the markets of the greatest buying nation on earth. It reaches the greatest number of people and its seed is sowed in fertile soil. That is, the merchant buying newspaper advertising space knows it is covering his trade area and reaching the maximum number of old and prospective customers in that territory.

The Eagle is leader in this rich market for advertised goods. Its readers look to it for shopping information and news of the commercial world, and its advertisers look to it to apprise the public of shopping advantages and opportunities they offer.

Newspaper advertising, and newspaper advertising alone, can tell everything from patent medicine to automobiles. It has done it, is doing it and will continue to do it.

Business Development Follows Telephone

America owes its industrial and social growth largely to the telephone. All of Russia, a country of 140,000,000 population has only half as many telephones as the city of Minneapolis.

Our national total of 18,000,000 telephones is more than there are in all other countries combined.

Each day 72,000,000 telephone calls are completed in the United States. The tremendous effect of this instant intercommunication can be easily seen.

In imagination look back fifty years; it seems impossible that business could exist and flourish with the communication disadvantages the pioneer had to meet. The telephone has changed all that, and our leadership over other nations has increased, seemingly, in direct ratio to our telephone development.—Manufacturer.

"THE LITTLE RED SCHOOLHOUSE"

It is most appropriate for men of means to make a gift to an obscure community which is their birthplace, of a model "little red schoolhouse."

Sometimes a successful man makes a donation extending the magnitude of the gift into many thousands of dollars. That was the case with Owen D. Young, who gave such a school to his native village, Van Hornesville, New York, where he began life at the bottom of the ladder.

He wanted this school to represent a step upward from the little one-room single teacher school of his boyhood, and to be the kind of a school he did not have as a boy.

He has set a splendid example to men of means who owe their success in life to the simplicity and soundness of rural life as a builder of character.—Manufacturer.

The only music typically American is that made by the mocking bird, the saxophone and the cash register.

The Chicago University investigator who declares that the Apostle Paul had a stenographer who took his epistles in shorthand may discover on further examination that they were written on a typewriter.

**SKAGGS**  
**SAFeway**  
**STORES**  
*Distribution Without Waste*

Our Service Extended

Nineteen twenty-seven was kind to us. Two more states, Kansas and New Mexico, were added to those we serve; nearly 200 new units opened; sales amounted to approximately 75 million dollars and hun-

dred of earnest, ambitious men and women added to the organization. The public has shown marked appreciation of our efforts to serve efficiently and economically, and we enter 1928 with full confidence.

Safeway Savings For

Friday, Saturday and Monday,  
January 6, 7, 9.

<p><b>Milk</b> Carnation Brand Made in Oregon 3 Cans ..... 25c 12 Can Limit</p>	<p><b>Prunes</b> Fancy Oregons 40-50 Size 4 Pounds ..... 34c 13 Pounds ..... 97c</p>	<p><b>Canned Fruit</b> Peaches, Peas, Pineapple or Apricots 4 Cans ..... 83c 1 Doz. ass't. Cans ..... \$2.40</p>
<p><b>Oysters</b> American Beauty 3 Cans ..... 45c 12 Cans ..... \$1.72</p>	<p><b>Fancy Figs</b> White or Black. Nature health food. 3 Pounds ..... 27c 25 lb. box ..... \$2.10</p>	<p><b>Canned Vegetables</b> Peas, Corn, Beans or Tomatoes. 4 Cans ..... 49c 24 Cans ass't. Case ..... \$2.68</p>
<p><b>Tuna Fish</b> Mission Brand Light Meat 3 Cans ..... 43c 6 Cans ..... 79c</p>	<p><b>Raisins</b> Sultana Seedless. Eat them for the iron. 3 Pounds ..... 25c 25 lb. box ..... \$1.95</p>	<p><b>Soap</b> White Wonder 10 Bars ..... 34c</p>
<p><b>Alaska Salmon</b> Red Sockeye 2 Cans ..... 65c 6 Cans ..... \$1.90</p>	<p><b>Spuds</b> Yakima Netted Gems Guaranteed Cookers 100 lb. bag ..... \$1.43</p>	<p><b>Purex</b> For bleaching and deodorizing. 32 Ounce Bottle ..... 23c</p>
<p><b>Pancake Flour</b> Big K Brand. Money Back guarantee. 8 Lb. bag ..... 53c</p>	<p><b>Rice</b> Fancy Long Grain Louisiana 10 Pounds ..... 63c 100 lb. bag ..... \$6.25</p>	<p><b>Matches</b> Safeway Brand 6 bx. carton ..... 19c</p>
<p><b>Eastern Rolled Oats</b> Milled by Quaker Oat Company 9 Lb. bag ..... 49c</p>	<p><b>Beans</b> Genuine Small Navy. 10 Pounds ..... 95c</p>	<p><b>Preserves</b> Strawberry, Peach Apricot and Pineapple. 3 pound jar ..... 69c</p>
		<p><b>Catsup</b> Made from choice ripe Tomatoes. 3 Bottles ..... 47c 6 Bottle Limit</p>

Safeway Market Features

We own and operate the markets in our stores ourselves. Every piece of meat we offer for sale is selected by our buying experts and the quality is absolutely guaranteed. The low prices are the result of our tremendous purchases and scientifically economical methods of operating. Here you can buy the finest of both fresh and cured meats at astonishing savings. Visit our markets and note their clean, sanitary appearance.

<p><b>Roast Pork</b> Young and Tender Shoulder, Per Pound ..... 20c Legs, Per Pound ..... 25c</p>	<p><b>Bacon</b> Small Squares 3 to 5 Pounds Per Pound ..... 19c</p>
<p><b>Hams</b> Skinned No Waste 1/2 or Whole Per Pound ..... 27c</p>	<p><b>Shortening</b> Snow Cap 2 Pounds for ..... 32c 8 Pounds for ..... \$1.25</p>

We Deliver all Orders Free

Store 225 Vernonia Phone 711



BE SAFE

Use a Safe Deposit Box for safeguarding your valuables  
Bank of Vernonia