

The Vernonia Eagle



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MARK E. MOE, Editor

INDISPENSABLE TO BUSINESS

"Advertising pays!"

That epigrammatic declaration is questioned by no one informed in the history of business and commercial development. It is a statement of fact, obvious and indisputable.

Quality and service have built vast commercial and industrial institutions, but with their handmaid, advertising, greater institutions have been built in far less time and at far less cost. Advertising brings buyers and quality; service and advantageous price keep them.

One can point to several automobile manufacturers who owe their exceptional success not to building a better car, but to using more and better advertising than their competitors. And several manufacturers have learned too late that success in this huge industry depends upon more than making a good car.

It is significant that the makers of those products whose copyrighted names are synonymous with the product itself have all been large-scale advertisers. Making a "better mousetrap" wasn't enough.

What these famous national advertisers have accomplished for the trade names of their products has been done by merchants for their business names. Advertising has made one store synonymous with clothing, another with furniture, another with meats and groceries, another with music.

In every business and community there is some far-seeing and enterprising manufacturer or merchant who raises his product and business name above the common level by making advertising work for him.

SHRINKING GREENBACKS

Americans soon will have a little experience of their own with shrinking money. But, while marks, francs and rubles shrank in value, the dollar's shrinkage will be in size. The new bills, one-third smaller in size than those now in circulation. Will be placed in distribution shortly.

Although the average citizen has per-

sonal reasons to doubt it, about \$450,000,000 in bills is outstanding. When new bills are ready the banks will issue them and send to Washington the large ones that come into their possession.

When the new money has driven out the old it will be found that everybody has been benefited. While the two sizes are in circulation only bankers and magnates will be inconvenienced. But when the last of the large bills has disappeared from circulation the government will save money, the wad will make a smaller bulge in the pants pocket or silk stocking and paper money will be more mailable as well as portable.

Small enough to be placed in a wallet or envelope without folding, the diminutive currency will remain cleaner and will live longer. Moreover, Secretary Mellon says the new bills will be harder to counterfeit and handsomer than the old. If anybody is a better authority on money than Mellon, let him be produced. And if he is not complaining about the trouble of counting two sizes of bills nobody should, for few have more in their own name and none has more under his official control.

SAFETY IN ROUGH ROADS

It may come to this, that in order to minimize reckless driving of automobiles it will be necessary to leave streets and roads in disrepair. Every stretch of smooth highway is regarded by a goodly proportion of motorists as an invitation to "step on the gas and see what she can do." At any rate, they "step on it." So often does "she" do the unexpected that smooth pavements sometimes appear to be menaces. But it is not the fault of the pavement. Then the public authorities have to step in, make a lot of arrests and earn the reproach of having set up a "speed trap." There never is a "trap" where roads are rough. The explanation is that motorists do not exceed the speed limit where doing so would shake their cars to pieces and upset their own stomach.

Rough roads for safety. This is the inference from experience. Careful drivers who habitually respect the law will not be annoyed by the official activities. But they have more than a causal interest in the conjunction of smooth pavements and speed fiends. All motordom would suffer were rough roads made the rule because too many motorists cannot be trusted to use smooth pavements aright.

Public safety must be held above public convenience and comfort. Wherefore if misuse of smooth highways makes for unusual danger to the people, it would be reasonable to compel reduction of speed by making a perilous pace impossible.



Distribution Without Waste

The Lenten Season

Those who observe this period are often confronted with the problem of where to secure a variety of foods appropriate to their needs. Out of this vast experience in serving "all of the people, all of the time" the Safeway Man has provided the solution for this problem. In our stores you will find a great assortment of delicious foods—acceptable to the strictest observer. Prices are in keeping with customary Safeway savings. Let Safeway serve you—the Safeway.

Its Safe to Save the Safeway. Features for Friday, Saturday and Monday, February 24, 25, 27.

<b>Butter</b> Safeway Brand Quality guaranteed 1 Pound ..... 47c 2 Lb. Roll ..... 93c  Canned <b>Milk</b> Carnation Brand 3 Cans ..... 25c 12 CAN LIMIT	Hand Made <b>Chocolates</b> Assorted flavors 5 Lb. Box ..... \$1.33  <b>Preserves</b> Strawberry Peach Apricot and Pineapple. 3 Lb. Jar ..... 69c  <b>Coffee</b> Safeway Brand Fresh Roasted, Fresh Ground 1 Pound ..... 45c 3 Pounds ..... \$1.33	<b>Asparagus</b> Maximum Brand No. 2 1/2 Square tin 2 Cans ..... 49c  <b>Tomatoes</b> Standard Pack 4 Cans ..... 49c 12 Can Case ..... \$2.79  <b>Canned Fruits</b> Pears, Apricot, Peaches or Pineapple 3 Cans ..... 59c Per Dozen ..... \$2.33
<b>Minced Clams</b> Warrington Brand 2 Tall Tins ..... 49c  Alaska <b>Red Salmon</b> Fancy Sockeye 1 Tall Can ..... 35c 3 Cans ..... 98c  Booths <b>Sardines</b> Large Oval Can 4 Cans ..... 49c  <b>Cheese</b> Skaggs Brand. Full Cream 2 Pounds ..... 55c	<b>Flour</b> Big K Brand. Eastern Wash. and Montana Hard Wheat 49 Lb. Sack ..... \$1.98 4 Sck. Bbl. ..... \$7.79  <b>Rice</b> Long Grain. Blue Rose 10 Pounds ..... 69c 100 Lb. Bag ..... \$6.35  <b>Raisins</b> Market Day Special 4 Lb. Bag ..... 35c  <b>Bulk Raisins</b> 3 Pounds ..... 25c  <b>Matches</b> Safeway Brand Strike anywhere 6 Box Carton ..... 19c	<b>Nominy</b> Maximum Brand Large 2 1/2 tins 2 Cans ..... 23c  <b>Canned Sweet Potatoes</b> 2 Cans ..... 23c  <b>Malt</b> Blue Ribbon or Budweiser hop flavored. 3 Cans ..... 79c  C. & H. <b>Sugar</b> Pure Cane 100 Pound Bag ..... \$6.25 25 Pound Bag ..... \$1.69  Powdered Sugar 4 Pounds ..... 37c

Notice the Big Savings at the Safeway Market

<b>Pork Roasts</b> Young Pork Shoulder Per lb. .... 20c Legs Per Pound ..... 23c  <b>Bacon Strips</b> 2 to 4 Pounds Per Pound ..... 19c	<b>Bacon</b> Fancy Eastern Bacon Sugar Cured One-half or Whole Per Pound ..... 27c  <b>Shortening</b> 2 Pounds for ..... 30c 8 Pounds for ..... \$1.19
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Fancy Mince Meat 2 lbs. for 25c

We Deliver all Orders Free

Store 225 Vernonia Phone 741

If you smoke for pleasure



—get right up front where the pleasure is. Have a Camel.

The real object of smoking is to enjoy it.

Camels

Camels lead by billions and keep right on growing