

The Vernonia Eagle



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MARK E. MOE, Editor

THIS IDYLIC SEASON

Many things are seasonable in summer, such as fresh fruit, garden vegetables, vacationing, circuses, sleeping-porches, swimming, baseball and golf, but from the working-man's point-of-view it just seems as though summer is first of all the seasons for straight-away, unadulterated and undisturbed loafing. And when we use "working-man" in this connection we mean every man and woman who is earning a living, every woman and man who is keeping house and every boy and girl who is going to school or college.

The economist who discovers a means whereby the world can earn a livelihood and create an estate in the nine months from September 1 to June 1 should be sainted, knighted, degraded (that is by universities, not juries), elected to some good paying public office and pensioned. Even though the formula has not been discovered, there should be great fortune making possibilities in high-powered advertising of such a prescription secretly discovered and offered to a distressed public for the first time.

During autumn, winter and spring the righteous indignation of the toiling world rises up against such as will not work but thrive as parasites upon that part of humanity which works. What a different complexion public opinion takes on during the warm and smiling days of summer! Nobody blames a fellow for turning hobo then. Bosses, who spend the mornings at the soda bar and the afternoon on the golf links, don't belabor their employes for dropping the pencil for a moment of day-dreaming and window-gazing. The meals mother prepares on hot summer days would be ample grounds for divorce at any other time of the year, but father complains not and the children are satisfied. Mother hasn't the energy to prepare better and the other members of the family haven't the energy to eat that which she has provided.

So it is resolved that summer was made for hammocks, ice-cold lemonade in the shade, a water-side cottage, a loafing automobile or anything whatsoever except work.

EVOLUTION OF VERNONIA

What is the secret of Vernonia? Why has it enjoyed a steady growth, economic stability and preeminence among communities equal or larger in population?

There must be a reason or reasons for the magnetic powers exerted by Vernonia in attracting new citizens and recalling those few old residents temporarily relinquished.

Patriotism, community loyalty and civic pride may blind some to the advantages of other towns and to the defects of their "old home town," but they alone cannot and do not account for the high esteem in which this community is held by the traveler and its own citizenry. There is some inspiration back of the extravagant praises of even the most enthusiastic civic booster.

Isn't the real secret of the success of Vernonia as a community the fact that it has, from its earliest beginnings, recognized and confessed its imperfections? A good diagnosis is half the cure. By being first in detecting its "sins of commission and omission" this community has been first in doing what it should do and in ceasing to do what it shouldn't do.

Some communities are born great, others acquire greatness and still others have greatness thrust upon them. Vernonia is all three last into one. It was born with certain natural advantages. It acquired by the thriftiness and vision of its citizens industrial, commercial, social and residential superiorities. And greatness is being thrust upon it by every passing tourist, occasional envoy of business and even more scrutinizing visitor.

POWER OF ADVERTISING

Beyond all question the most potent of business demands in America is the newspaper advertisement. Millions upon millions of dollars are expended every day in the stores of the country because

well written advertisements have directed public attention to convenient, becoming, attractive, useful, ornamental and suitable merchandise. The sale of all necessities, all luxuries, all indulgences, is more powerfully stimulated by the newspaper advertisement than by any other agency. Only hunger, cold and nakedness are comparable to the advertisement as a promoter of sales, and even purchases of food, fuel and clothing are directed more largely by the business columns of the press than any other influence except immediate necessity.

The largest stores in our greatest cities have been built up by their advertising, their persistent and clever invitation to the public in the press to share in their bargains. Imagine what would happen to daily sales of merchandise, real estate, theatre tickets, insurance, books and other things, if newspaper advertisements were prohibited by law for six months. It is not exaggeration to say that they would drop 50 per cent.

It is not the current news of events alone that makes the press of such incalculable value to the nation, nor the free editorial expression of opinion. The business concerns in their announcements to the public, decisively influences both the volume and the direction of trade which flows to this or that store, office or bank. This is a fundamental fact no business house can afford to overlook.

WHO REALLY PAID

Once upon a time, there were three competing mousetrap makers, all doing about the same amount of business. Each charged the trade twenty cents a trap. The merchant retailed for thirty cents.

One day one of the manufacturers decided to spend one cent per trap to advertise. He did not raise his price to the dealer, and the dealer did not raise his price to the public.

The advertising trap maker kept up the advertising for a couple of years, when it was found that his business had grown to such volume that he could build better machinery. So, instead of turning out a trap for fifteen cents, by quantity production he could make a better trap for ten cents. This he was able to sell to the dealer for fifteen cents, and the dealer sold it to the consumer for twenty-five cents.

Now, who paid for the advertising? Not the consumer, who now got a better trap for less money. Not the dealer, because he now made a better percentage of profit, gave his customers better value, and made a quicker turnover.

Neither did the manufacturer pay for the advertising, because he now sold so many more that where he used to make five cents profit per trap and sold a thousand a day, he now made three cents per trap and sold three thousand a day.

He was selling three times as many traps. Yet the supply of mice had not increased like that.

By looking closer it is discovered that the other two mousetrap men had gone out of business.

The men who really paid for this manufacturer's advertising were the two who had not advertised, and who paid with their business. If the non-advertisers only realized it, while they are talking about the needless expense of advertising, they are really paying the advertisers' advertising bills.—The Neoga, Illinois, News.

CELEBRATE THE FOURTH HERE

Vernonia will have its own celebration on the Fourth of July this year, so instead of planning to visit your friends on that date, we suggest that you invite them to visit you. While we live in the extreme west, it is not a typical cattle country, and possibly you and surely some of your friends have never seen a rodeo. They will enjoy it.

For those who are air minded, as one local enthusiast says, airplanes will be here at that time to inspect, watch or ride in as one wishes. Truly, anyone wishing for a good time on that annual celebration day will not find a better one elsewhere.

No one has as yet proposed a flower for Vernonia. We would like to have contributions on this matter and the whole thing decided by the Chamber of Commerce before Vernonia day, early in September, when the flower should have a place of honor with the exhibits.

A loafer usually wishes he was doing something else.

SKAGGS SAFEWAY STORES

Distribution Without Waste

Let's Go Camping

Everybody hop in the old bus and go for a trip. It may be only a week end jaunt or an all summer tour—there's a lot of fun in either one. No special preparations necessary. No days of sweating over a hot stove, cooking and preparing a lot of food. Just pick up and go—happy in the knowledge that within striking distance of almost any place in the great West there is a convenient, low-priced Safeway ready to furnish all the food even hungry travelers can consume. Wherever you go—depend on Safeway.

Safeway Savings for Friday, Saturday and Monday, June 22, 23 and 25.

<h3>Milk</h3> <p>Maximum Brand A rich creamy milk without that cooked taste. At our introductory price of</p> <p>2 Cans 25c 3 Can Limit</p>	<h3>Tobacco</h3> <p>Geo. Washington. The finest plug cut in dinner pail tins.</p> <p>1 Pound can 43c</p>	<h3>Cigarettes</h3> <p>Camels, Chesterfields, Luckeys or Old Gold.</p> <p>Per Carton \$1.19</p>
<h3>Bananas</h3> <p>Fancy solid golden ripe fruit.</p> <p>3 Pounds 17c</p>	<h3>Pork & Beans</h3> <p>Campbells Brand. Fine for hot weather and picnic dinners.</p> <p>3 Cans 25c</p>	<h3>Syrup</h3> <p>Safeway Maple and Cane. A light tasty syrup for summer use.</p> <p>10 Lb. Can \$1.69 5 Lb. Can 89c</p>
<h3>New Spuds</h3> <p>No. 1 quality. Large and smooth.</p> <p>8 Pounds 29c</p>	<h3>Dates</h3> <p>New fresh stock. Bright Golden Hollowi fruit.</p> <p>2 Pound Carton 29c</p>	<h3>Malt</h3> <p>Blue Ribbon or Budweiser, Hop flavored.</p> <p>3 Lb. Can 79c</p>
<h3>Watermelon</h3> <p>on ice Fancy Klondykes. Not too large.</p> <p>Per pound 4c</p>	<h3>Purex</h3> <p>For cleaning, bleaching and deodorizing.</p> <p>8 oz. bottles 3 Bottles 19c</p>	<h3>Rice</h3> <p>Fancy Blue Rose. Long grain.</p> <p>3 Pounds 25c</p>
<h3>Peaches</h3> <p>A fine quality of Yellow Clings.</p> <p>3 Cans 69c 12 Cans \$2.69</p>	<h3>Soap</h3> <p>White Wonder Brand Best for the laundry.</p> <p>20 Bars 72c</p>	<h3>Crux</h3> <p>The Margarine of quality.</p> <p>3 Pounds 69c</p>
<h3>Tomatoes</h3> <p>Standard pack in No. 2 1/2 tins.</p> <p>4 Cans 49c</p>	<h3>Old Dutch</h3> <p>Cleans without scratching.</p> <p>3 Cans 23c</p>	<h3>Butter</h3> <p>Safeway Brand or Nehalem Valley.</p> <p>1 Pound 45c 2 Pound 89c</p>

We would rather have a big volume and a small profit than a big profit and a small volume.

Safeway Market

<h3>Shortening</h3> <p>White Ribbon</p> <p>2 Pounds 31c 8 Pounds \$1.20</p>	<h3>Pork Roasts</h3> <p>Shoulder—Young Grain Fed</p> <p>Per Pound 22c</p>
<h3>Bacon</h3> <p>Bacon Squares—2 to 4 Pounds Fine for Boiling or Frying</p> <p>Per Pound 18c</p>	<h3>Hams</h3> <p>1/2 or Whole — Sugar Cured</p> <p>Per Pound 31c</p>

We Deliver All Orders Free

Store No. 225 Vernonia Phone 741