

MAIL ORDER HOUSE SCARE AGAIN FELT IN NORTHWEST

Adjustment of Prices Vital Factor For Retailer to Learn.

In preceding installments, the writer pointed out many of the mistaken notions entertained by the buyers, and fallacies of the retailer.

(Publication rights for this series is hereby granted to the La Grande Merchants Association. — David Powell.)

A fact that in most cases is ignored by the mail-order buyer when comparing prices quoted in the catalog with the prices charged by his home merchant, is the very important one of transportation charges. The catalog house says "Here it is, come and get it," and your local merchant says "I have been to the expense of bringing it here so that you can inspect it before buying, and have added that to the cost."

There has been no way yet devised to evade transportation charges and the consumer is always the man that pays it, and it is right in this connection that the catalog houses put over their biggest business-getting lemon. In the explanation of how it is done will be given an illustration of one of the many ways they use to create the impression that they sell cheaper than regular retail merchants.

All classes of merchants throughout the country, big, little, honest and dishonest, at different times put on sale what are called "Leaders"—some article of common use priced at or below cost. This is a perfectly legitimate practice and is followed by your local dealer as well as by the catalog houses and big department stores of the larger cities.

Its purpose of course is very evident. A merchant hopes by this means to draw you to his store, believing that he can sell you enough other articles at regular prices to warrant the loss on his "Leaders." If you wish, you can step into your local store and buy the leader and nothing else, and really save some money at the expense of the dealer's advertising fund. But how does it work with the mail order concerns?

It is a fact well known and admitted by every student of the subject that in the catalog of a few of the larger concerns doing an exclusive mail-order business are many articles priced less than your local dealer could buy them direct from the factory.

These, of course, are "Leaders." If you care to take the trouble to run through one of these catalogs and pick out these articles, you will be very forcibly struck with several significant facts. First you will note

that they are all articles of general use or consumption in practically every home in the land. Next, that they are articles of staple standard price carried by every store in the country; prices with which every farmer and housewife are perfectly familiar. And further, that such articles are always of small value and small weight, very rarely exceeding fifty cents and weighing but a few ounces.

Here is where the catalog houses have decidedly the best of the regular merchant. You cannot walk into their store and pick out those "Leaders" and put them into your buggy and drive home with them like you can the sale snaps you can occasionally pick up in your local stores. You have to have them shipped to you by either freight, express or post.

By an easy mental computation it is at once apparent that the charges for shipping by any of these means, added to the catalog prices, would make the article cost much more when it reaches you than would be charged by one of your home merchants. Here is the "Nigger in the woodpile." They would know that for the thrifty housewife or farmer to really benefit by the low price of their "Leaders" they must have them shipped with enough other goods to make up a minimum freight package—one hundred pounds—well knowing that the bulk of such orders, in most cases, would be composed of what is known to the trade as "blind stock," goods that the general public knows little about either as to quality or price.

Overbuying—Its Attendant Evils. Merchants throughout the country affected by mail-order competition seem to be of the same general opinion as to its greatest evil—the abnormal development of that trait of human nature that prompts us to buy something we really don't want and have no particular use for.

"Overbuying" they say, is a vice that goes with the mail-order catalog. Go into any home that draws its supplies from that source and you will find goods that the family does not need and never would have bought from a local merchant. In many cases these unneeded goods—these freak purchases—amount to a surprisingly large percentage of the total family outlay. If the catalog houses were suddenly cut out of this class of sales their dividends would undoubtedly suffer a decided shrinkage.

"These buyers see something alluringly described in a catalog and become fascinated by it. The 'silent

salesman in the home' keeps on teasing them with it until they find some excuse to justify their purchase of the coveted article. These utterly unjustified whim sales amount to millions of dollars a year.

"With some women freak buying becomes a passion. They make absurdly foolish purchases from mail-order houses that they would not dream of making from their home dealer. How to account for it? Simply the psychological effect of the catalog perhaps. Anyhow this matter of freak buying, of overbuying, is so universal that not one catalog buyer in a thousand is wholly exempt from it. The mail order catalog which so loudly proclaims itself an apostle of prudence, is in fact a most subtle and pernicious agent of household extravagance."

Still another class of so-called merchants who profit by the general ignorance on the part of the public as to true values, is the farm to farm solicitor who represents himself to be connected with some wholesale grocery house in a distant city. These chaps are most always 'single trippers' representing some firm of absolutely no responsibility and who, under no circumstances, will ever cover the same territory twice.

The bait they use is to quote exceptionally low prices on two or three staple articles, such as sugar, coffee or tobacco; prices that they know are always under the local merchant. The thrifty farmer is at once interested in such prices and imagines he is doing a fine stroke of business in ordering enough of those staples to last him a year. He feels so good about it that it is quite easy for the salesmen to load up the order with a large quantity of low grade tea, rice, beans, spices, molasses, etc; an inferior lot of stuff that his home merchant wouldn't sell him under any circumstances.

When the shipment is delivered the buyer will invariably find that those staple articles upon which he believed he was making such a saving have been omitted, and a notation on the bill to the effect that on account of mill troubles or something else it would be impossible just at present to ship them. The other stuff would all be there however and he will have to accept it unless he has been wise enough to write over the face of the order before signing it that unless the entire order is shipped within a certain time it shall be considered cancelled. Such orders are of course never shipped. They are dead business.

A Business Proposition.

When your home merchant asks for your patronage his appeal is based solely on the grounds of dollars, quality and service. He believes it means as much to you as it does to him in those terms to give him the opportunity to offer for your comparison his prices and quality before sending your order away from home.

Every up-to-date merchant now keeps from two to half a dozen mail order catalogs in his store for the use of such of his customers as may wish to use them in making comparisons. The merchant knows he is taking no chances; he knows what he can do and all he asks is a square deal. He knows that quality and terms considered he can sell goods just as cheap, and in many cases cheaper, than the catalog and city stores, excepting, of course, articles as those houses put out as "Leaders."

The next time you contemplate sending to the city or ordering a bill of goods from a catalog house, make out your order as usual, but before buying your money order, take it to one of your local merchants and let him figure with you on the entire order. In a spirit of fairness suppose you try that just once. If he can't save you any money you will at least have shown him your heart is in the right place.

(End of Article III.)

Annual Meeting Notice.

Notice is hereby given that on Saturday, May 2, 1914, the annual meeting of the Summerville Cemetery association will be held at cemetery in Summerville precinct. The meeting is called at 2 o'clock. All are urged to come and clean up the cemetery.

J. A. M'KINZIE, President.

What You Have Been Looking For.

Meritol White Liniment is a preparation that gives satisfaction where a pain killer and healer is needed. We do not believe you could get a better liniment at any price.—Newlin Drug Co. Exclusive Agency.

NOTICE OF PROPOSED STREET IMPROVEMENT.

TO WHOM IT MAY CONCERN:

You are hereby notified that the Committee on estimates appointed by the Commission of the City of La Grande, Oregon, to make an examination of the property, upon which assessments are to be levied to pay the costs and expenses of the street improvement hereinafter described, as to the valuation and extent, if any of the benefits to be derived by said property by reason of said improvement, have made their report in writing to said council, which report has been received by said Commission and is on file in the office of the Recorder of said city, and is open for your inspection. That it is the intention of said Commission to levy a special assessment against all the property hereinafter described for the purpose of paying the costs and expenses of improving South side of N Ave., from West curb line of Fourth Street to the East curb line of Oak Street by grading and placing thereon a standard 5 foot concrete sidewalk according to the plans and specifications therefore heretofore adopted by said Commission and on file in the office of the Recorder of said city.

That the real property included in and the boundaries of the district benefited and affected by said proposed improvement are as follows: Beginning at a point on the intersection of the center line of Fourth Street with the center line of "N" Avenue the boundary line runs thence west along the center line of "N" Avenue to the center line of Oak Street, thence south along the center line of Oak Street 80 feet to a point opposite the south property line of Lot 12 in Block 3 Wisdom's Addition to the City of La Grande, Oregon, thence east along the south property line of Lots 1 and 12 in Block 3 Wisdom's Addition to the City of La Grande, Oregon, to the center line of Cedar Street; thence south along the center line of Cedar Street to a point opposite the center of Block 78 of Chaplin's Addition to the City of La Grande, Oregon; thence east and through the center of Blocks 78, 77, 76 and 75 of said Chaplin's Addition to a point west 100 feet from the west property line of Fourth Street; thence north to the southwest corner of lot 5 in Block 75 in Chaplin's said Addition; thence east to the center line of Fourth Street; thence north to the place of beginning;—all in the City of La Grande, Oregon, and the estimated cost of said proposed improvement is \$1,327.19. You will further take notice that said City Commission will meet at the Commission Chamber in the City Building of said city on the 13th day of May, 1914, at 7:30 o'clock P. M. of said day to consider making said proposed levy and will then and there grant a hearing to any and all persons feeling aggrieved against, or on account of said proposed assessment.

Dated at La Grande, Oregon this 22nd day of April, 1914.

CITY COMMISSION OF LA GRANDE, OREGON.

By LEE WARNICK, Recorder of the City of La Grande, Oregon.

4-29-10t.

CHILDREN'S DISEASES VERY PREVALENT.

Whooping cough is about everywhere. Measles and scarlet fever are almost as bad. At the onset the symptoms are very similar, feverishness and signs of a cold being in evidence. For the raw inflamed throat and mucous membrane, and for coughing, use Foley's Honey and Tar Compound. It is soothing and healing to inflamed surfaces and the bronchial tubes. Mrs. I. C. Hostler, Grand Island, Nebr., says: "My three children had very severe attacks of whooping cough and suffered intensely, and a very few doses of Foley's Honey and Tar gave them great relief." For measles cough, and the inflamed throat of scarlet fever, for croup, bronchial and la grippe coughs, for tickling throat and hoarseness it always gives grateful relief. It contains no opiates and is a pure medicine. That is why it suits particular people. In 25c, 50c, and \$1.00 sizes. Do not accept a substitute. For sale by Hill's Drug Store.—Adv.

Your job printing. Have it done at the Observer office.

Read the advertisements too.

CLASSIFIED DIRECTORY

FRATERNAL ORDERS.

A. F. & A. M.—La Grande Lodge No. 41, A. F. & A. M. holds regular meetings first and third Saturdays at 7:30 p. m. Cordial welcome to all Masons.
C. W. NOYES, W. M.
A. C. WILLIAMS, Sec.

B. P. O. E.—La Grande Lodge No. 433 Meets each Thursday evening at 8 o'clock in Elk's club, corner of Depot street and Washington avenues. Visiting brothers cordially invited to attend.
M. B. DONOHUE, E. R.
ADNA B. ROGERS, Sec.

WOODMEN OF THE WORLD—La Grande Lodge No. 169 W. O. W. meets every first and third Fridays at I. O. O. F. hall. All visiting members welcome.
T. J. ORMOND, C. C.
J. H. KEENEY, Clerk.

MODERN WOODMEN OF AMERICA—La Grande Camp No. 7703 meets on the first and third Thursday evenings of each month in the K. of P. hall. Visiting neighbors welcome.
H. C. BALL, V. C.
W. F. LANDRUM, Clerk.

ROYAL NEIGHBORS—Meets every second and fourth Fridays every month. All visiting members cordially invited.
NELLIE CHARBONEAU, Oracle.
LILLY C. KIMMIE, Rector.

REBEKAHS—Crystal Lodge No. 50 meets every Tuesday evening in the I. O. O. F. hall. All visiting members are invited to attend.
MARY SIMMONS, N. G.
EVA MONROE, Sec.

L. O. O. M.—La Grande Lodge No. 850, Royal Order of Moose holds regular meetings, each and every Tuesday night in Moose Home on Adams street. Visitors always welcome.
P. A. FOLEY, D.
E. J. MORRIS, Sec.

KNIGHTS OF PYTHIAS—Red Cross Lodge No. 27 meets every Monday night in Castle hall, (Old Elks' hall) A Pythian welcome to all visiting Knights.
H. E. DIXON, C. C.
R. L. LINCOLN, K. of R. & S.

O. E. S.—Hope Chapter No. 13, O. E. S., holds stated communications the second and fourth Wednesdays of each month. Visiting members cordially invited.
MRS. A. C. WILLIAMS, W. M.
MARY A. WARNICK, Sec.

F. O. E.—La Grande Aerie No. 259 on each and every Friday evening at 8 o'clock in top floor of Foley building. Visiting members cordially welcomed.
W. C. HANSEN, W. P.
L. F. BELLING, Sec.

WOMEN OF WOODCRAFT CIRCLE No. 47—Meet second and fourth Tuesday nights of each month at K. of P. hall. All visiting neighbors welcome.
LOUISE HILARY, G. N.
LILLIE ALLSTOTT, Clerk.

UNDERTAKERS.

W. H. BOHNENKAMP CO., Undertaking and Embalming. Strictly modern. Day phone, Black 241. Night phone Red 3971 or Red 3412.

HENRY & CARR, Undertakers and Embalmers; 20 years in business; day phones, Main 62; and Main 95; night phones, Main 707 and Red 3131.

PHYSICIANS AND SURGEONS.

A. L. RICHARDSON, M. D.—Physician and Surgeon; over Hill's drug store. Phones: office, Blk. 1862; residence, Main 780.

DR. R. E. L. HOLT—Physician and surgeon; successor to Dr. N. Meitor; corner Adams avenue and Depot St. Phones—Office Main 68; Residence, Main 780.

DR. M. K. HALL—Physician and surgeon. Office West-Jacobson Bldg. Phone Main 53. Rooms 11-12-13.

C. H. UPTON, Ph. G. M. D.—Physician and Surgeon. Special attention to Eye, Ear, Nose and Throat. Office in La Grande National Bank Building. Phones: Office Main 2; Residence Main 33.

DR. H. L. UNDERWOOD—Physician and surgeon. Diseases of the eye a specialty.

DR. DORA J. UNDERWOOD—Diseases of women and children. Offices—Adams avenue, over Red Cross Drug Store.

OSTEOPATHS.

GEO. W. ZIMMERMAN—Osteopath physician. Over Lilly's hardware store. Phone Main 63. Successor to Dr. F. E. Moore.

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VETERINARY.

DR. P. A. CHARLTON—Veterinary surgeon. Office at Hill's drug store, La Grande. Residence phone, Red 701 office phone, Black 1361.

DR. H. W. RILEY—Graduate Veterinarian Hospital, 1409 Madison Ave. State Stallion Inspector, Stock inspector for shipment. Home Independent Phone, Black 41. Farmers Co-Operative Phone, Main 17.

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ATTORNEYS AT LAW.

COCHRAN & EBERHARD—Geo. T. Cochran and Colon R. Eberhard Attorneys. La Grande National Bank Bldg., La Grande, Oregon.

T. H. CRAWFORD; ROBT. S. EAKIN CRAWFORD & EAKIN—Attorneys at law. Practice in all the courts of the state and United States. Office West-Jacobson building, La Grande, Ore., rooms 9-10.

R. H. GREEN—Attorney-at-Law Rooms 9-10, Sommer Bldg., La Grande, Ore. Practices in all state and federal courts.

ENGINEERS

INTERIOR ENGINEERING COMPANY, Inc.—All branches of Engineering and Surveying. Investigations, Estimates, Reports. L. D. Howland, local representative, La Grande National Bank building.

CARPET AND RUG FACTORY—1802 East Pennsylvania Ave., between Cove and Island City avenues. Rug and Fluff work; scientific cleaning. Phone Red 741.

D.R. FONG MEDICINE CO. CHINESE ROOT AND HERB REMEDIES

Cures Bodily Diseases With Root and Herb Treatment
Phone 762 Free Consultation La Grande
1412 Adams Ave. Ore.



Our rubber goods are the lasting kind. Baby can chew on our nipples and still they last; the teeth will not break out of our superb combs; our water bags are not rotten when you get them. If you have not got a good rubber water-bag and fountain syringe in your house, get one from us and be ready at all times, when the doctor says "get one."

Come to OUR Drug Store.

The Newlin Drug Co.