

MAIL ORDER HOUSE REASONS

Quality Cannot Be Made Cheap and Keep Business

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

In the following article the writer points out the fallacy of trying to buy cheap articles, stating that good goods will demand their price. He likewise shows where the cheap article in the end may be the most expensive.

A Trade Mark is a copyrighted mark of labor used by a manufacturer to distinguish his goods from those of other makers. It is to signify that he has used every effort to make his product superior to similar products on the market. That he believes he has done so, is evidenced by the guarantee he gives that all articles so labeled are warranted to give satisfaction. All manufacturers of Trade Mark goods authorize the dealers selling them to invariably refund the full purchase price of any article that proves unsatisfactory to the buyer. This feature is of real dollars and cents value to the consumer, because his refund can always be easily and quickly secured by the dissatisfied buyer while he is in the frame of mind to demand it at no expense whatever and very little trouble.

Only a very few Trade Mark goods are sold by catalog houses, and the reason for it is very apparent. A glance through their catalog will show that such as they do have listed are priced just as high, transportation charges being taken into consideration, as in the average up-to-date small town department store. As price is invariably their strong selling argument, they have quoted in their catalog substitutes of their own which, on account of inferior quality and workmanship, they are able to sell considerably cheaper than either they, or the local dealer, could the article of of standard make. The success of the mail-order houses of the country has been built upon the fundamental principle of selling cheap goods at cheap prices.

A case in mind that recently came under the observation of the writer quite clearly established this fact: Waterloo is a manufacturing town of some 30,000 people situated in northeastern Iowa. A firm in that town manufactured a popular line of cream separators which had quite a sale throughout Iowa and adjoining states. A Chicago mail-order house conceived the idea of handling cream separators in their business, and accordingly offered to take the firm's entire output for a year. The terms were liberal and the offer was accepted.

The ink on the contract was hardly dry before the mail-order house sent an expert to Waterloo to cheapen the cost of production. He demanded less expensive material here, and less care in workmanship, until the manufacturers declared in high wrath that the house might put out such cheap and shoddy separators if they liked, but their name and brand should never go on them.

This is a fair sample of the factory methods employed by catalog houses. They talk much about cheapening production. Well, they do cheapen it—by using shoddy materials and doing slovenly work. The result is an inferior class of goods, which, even though looking as well as similar lines of standard make which your home merchant sells, will not wear nor hold its pleasing appearance half so long.

The service given by the local dealer is a very important part of the value received in the purchase of all lines of supplies but it is very generally little appreciated by the prospective buyer. This is especially valuable to the buyer of farm machinery of every class. Consider the saving in time and money, as well as the convenience of having always within reach, without any expense whatever, an expert ready at all times to remedy any defects that may appear, and always willing to do everything he can to help the buyer keep his machinery in first class condition and running order. On the other hand if a farmer

has been tempted by the apparently low prices quoted, and bought a machine of any kind through a catalog house, he will generally find upon receiving it that it is of an obsolete pattern and one that, even though found to give reasonable service, would probably be discarded as a result of the first accident, no matter how trifling, on account of the aggravating delays and kindred troubles incidental to getting repairs.

This matter of service is perhaps of more value to the purchaser of gasoline engines and cream separators than other lines. He can go to the implement house and inspect all the standard makes; see them run; put them to any number of tests and then select the one that seems best suited to his requirements. If at any time anything goes wrong the dealer can be reached by phone and within the day will have a man on the ground to remedy the trouble. The mail-order house in Seattle or Chicago can't send a man to fix the trouble every time something gets out of whack with one of their machines, and in the course of time the cost of repairs for such machines would very probably exceed the difference in first cost.

Local dealers, in selecting their lines, always try and get the best, as their success in getting future business will depend largely upon the service and satisfaction given by the merchandise sold. For this reason price must be a secondary consideration in choosing his stock. Quality always has been and always will be the cornerstone of commercial success.

Notice of First Creditor's Meeting. In the District Court of the United States for the District of Oregon. In the matter of

C. E. Rush and Louisa Rush, Bankrupts.

IN BANKRUPTCY.

To the creditors of C. E. Rush and Louisa Rush of La Grande, in the County of Union, and District aforesaid, bankrupts.

Notice is hereby given that on the 4th day of May, 1914, the said C. E. Rush and Louisa Rush were duly adjudicated bankrupt; and the first meeting of the creditors will be held in the office of the Referee in Bankruptcy in La Grande, Oregon, on the 18th day of May, 1914, at 10 o'clock in the forenoon, at which time the said creditors may attend, prove their claims, appoint a trustee, examine the bankrupt and transact such other business as may properly come before said meeting.

JNO. S. HODGIN,

Referee in Bankruptcy.

May 6th, 1914. (All claims must be sworn to according to bankruptcy forms before filing.) 5-7-14.

OREGON MAN SAYS THAT STOMACH REMEDY SAVED HIM FROM DEATH

After Treatments Failed He Found Proof in First Dose of Mayr Remedy.

W. H. Gerrish of Albany, Ore., long suffered from general ill health as the result of stomach derangements and digestive troubles. He tried many remedies and treatments with but little result.

Then one day he discovered Mayr's Wonderful Stomach Remedy. He took it and got results right away. Long after he had been assured of the success of this remedy he wrote:

"I commenced taking your medicine last May, and since then have passed thousands of accretions. If it had not been for your medicine I feel sure that I would have been dead by now. I feel like a new man; my stomach trouble and my liver and nervous troubles are all considerably improved."

Thousands of such letters prove the merit of Mayr's Wonderful Stomach

DRAMA BY HIGH SCHOOL.

A Play Full of Merit by a Cast of Superior Talent.

"All of a sudden Peggy" a play that had a six months run on the boards of the Broadway theater in New York, is to be put on by the pupils of the high school. It is one of those plays that make life bright, one that takes the rough edges off a weary existence and makes one feel that he or she has not the only burden in life.

The play is replete with good lines, and the high school is this year singularly blessed with an abundance of superior talent. It has been said by all traveling showmen that for its size La Grande has a larger aggregation of dramatic talent than any other city on the road, and this is particularly true of the high school this year. The progress that has been made, both in singing and acting, has been pronounced and for this reason persons are assured of seeing a very creditable performance, and by young exurbant persons whose very presence on the stage magnifies. The play is set for Friday, the 18th.

TO THE VOTERS AND TAXPAYERS OF UNION AND WALLOWA COUNTIES:

I favor the repeal of present tax law and the repeal of the law whereby the collection of taxes has been turned over to the County Treasurer; I favor a law for the collection of taxes semi-annually, July 1st and January 1st, without rebate; I am opposed to the State appropriating money to assist irrigating projects; I believe in consolidating a large number of our present Boards and Commissions and abolishing some of them.

If nominated and elected as a Joint Representative to the Legislature. I shall endeavor to discharge the duties of the office to the best of my ability and be just as conservative in spending the taxpayers' money as I am in spending my own.

I ask your support at the Primary. Thank you in advance.

H. B. DAVIDHIZAR.

Adv. d-5-7-8t-wkly-1t.

Call for Bids.

Sealed bids for the furnishing of material and construction of a Catholic Church Building will be received up to 2 o'clock P. M., June 5, 1914. Plans and specifications for same can be seen at the residence of Rev. P. J. Driscoll, La Grande, Oregon, or can be obtained from the architects, Houghtalling & Dougan, Henry Building, Portland Oregon. A certified check for 10 per cent of the amount of the bid must accompany each bid. Bids for plumbing and heating must be submitted separately. The Committee reserves the right to reject any or all bids.

The Building Committee. per F. L. Meyers, Secretary.

dly-5-5-7-9-12-14-16-19-21-23.

Carpenters Dissolve Partnership.

The partnership of Horstman and Oliver carpenters has been dissolved and Joseph Horstman will hereafter continue in the business by himself.—Adv. 5-4-6t.



KABO
"The Live Model"
CORSET

Style 7031 is designed for an average figure. Has low bust and long skirt. Is made of a fancy soft material, very similar to tricot. Trimmed with ribbon and a fancy braid. Is lightly boned. 9/16 inch front clasp. Back wires have featherbone below. Has two pairs of supporters. Sizes, 20 to 32
Price \$3.50

MANY women can make themselves think that their corsets are comfortable when they really are not; and it's a lot cheaper to be really comfortable right at the start.

Buy a Kabo—The Live Model Corset—and you will realize what real comfort in a corset is.

There is a style to fit any figure; every style is fitted to a living model. Kabo Corsets are made to fit.

E. E. KIRTLEY

Ladies Ready-to-Wear

MONEY-

I have plenty of money to loan on improved farm lands. My rates are reasonable—in fact, lower than many agents ask—See me when you want money.

J. R. OLIVER
Phone Main 86

W. H. Byer

Plasterer and Contractor

Interior and exterior plastering. Ornamental work of all kinds. Satisfaction guaranteed.
Red 1931.

HORSES WANTED

I want 30 head of good horses weighing from 1100 to 1300 lbs

Want them at once so call or phone me,

J. D. McKennon
Phone Main 86

YOURS POST PAID FREE



If you save and send us 12 and labels from "Supreme" Biscuit.



Illustration of our Surprise Box.

"This is it mother, the kind I like so well."

Supreme Sodas
of course

The Surprise Box is sent to you free providing your dealer cannot supply you. To further introduce and demonstrate the rare quality and goodness of "Supreme" baked dainties.

10c at your Dealers

F. F. HARADON & SON
Portland, Ore.

This is what you save 8c

Facsimile of trade mark on both ends of every package of all "Supreme" baked dainties.



WE EXPECT A

RUSHING SEASON

in the lumber line. All indications point to brisk building business this Spring, and we take this opportunity to suggest early orders. We know our stock and are sure of it. We want you to know, and so print this short notice.

WENAHA LUMBER COMPANY

DON'T PUSH A DULL LAWN MOWER

It is hard to do, and there is no reason for it when for a small price we grind them like new. We have the machine that is used at the factory where lawn mowers are made.

SAVE YOUR MUSCLE AND BE HAPPY.

We favor D. Ward King Plan for good roads. Hear him Saturday, May 2nd.

--Leighton Garage--
Main 737