

"THE POOR MAN'S FRIEND"*"NO SUNDAY BUSINESS"*

From Nothing To A Sales Volume Of \$100,000 Annually--

THAT'S MY PROGRESS RECORD HERE IN THE LAST THREE YEARS

Three years ago last May we came over the Blue Mountains in an old seven-passenger car down into the city of La Grande. All we could see was rough roads and old black looking shacks. We had never introduced paint into La Grande as yet and there was no well beaten path to the Pratt Lumber company. Our nine children were with us, the youngest was about dead. We had \$550 of borrowed money and a determination to make good. The first car of lumber rolled in, not a stick of it over two foot long. People called it stove wood as we unloaded. It was tied up in bundles. We sold it to build panel houses and to use as cornice lumber, etc.

We run our ugly picture in the Observer and people began calling us out of bed. The car was soon sold, a second and third, fourth and fortieth, etc. We traded our old seven-passenger car for potatoes to live on the first winter. Between bedbugs and competition we almost went under. Just one more blow and we would of went down so far that we would have kept falling until the earth had worn to the size of a mustard seed. But no one struck the last blow, so we began to climb until I have actually gained almost 20 pounds in weight and can pay our light and water bills promptly.

So many people have asked us, how in the world can you account for your rapid growth. I'll declare, boys, I can't tell you unless the price has something to do with it. We have been called everything outside of a gentleman — we are loved and we are hated, but oh, boy, how I do love everybody. Why should we hate anybody? All people are from the one Adam race, and just because I lived three years in Arkansas and was fooled, I mean schooled, in Oklahoma, I cannot help that.

Isn't it funny that Claude C. Pratt handles the Best Paint on earth—100 per cent pure—made of pure white lead, pure zinc and linseed oil. It's well named as Monarch.

And Royal Coal is not common coal, but she am clean and hot. Ruberoid Roofing is the oldest and best brand made.

We are out of competition. Most people know where to come.

CLAUDE C. PRATT LUMBER CO.

Near Foundry

Phone Main 248