

BROOKINGS-HARBOR PILOT

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Need For Them Becoming Less, Daily

In the past week quantities of Montgomery Ward catalogues have arrived at local postoffices. In the past, this event might have meant something, but today, with news businesses opening up in the area, the need for these "wish books" is becoming less and less.

A study of this area will convince the average person just that! Here's the way to analyze this statement: In the first place when ordering from this catalogue, one buys from word description. He cannot feel, look at or judge the quality of the article which is being purchased. He mails the order, which said to include so much postage, and then there's the usual wait—and oftentimes when the order comes, there has been a substitution—perhaps a check, refunding the purchase amount, and a statement: "Temporarily out of stock."

On the other hand, local merchants, and there are sufficient in the area now to supply most every need, one may go to the place of business, look at, compare, and know definitely what he is getting. When one considers the price in the catalogue, the additional for postage or express, and the time which will elapse before he can hope to receive the goods, the local merchant usually understells.

People of this area, faced as they are with transportation problems, are fortunate indeed to have the class of merchants which serve this area. All are, without exception, comparable to any one might find in towns many times larger than this area.

Now with three general merchandise stores, or they may be classed as such, a furniture store, a hardware store, a clothing store, two womens clothing stores, a variety store, together with other business, few towns find themselves as well blessed. Prices at these store, comparison with prices quoted in papers from larger places, are on a par in nearly every case. The difference, if one wants to be that technical, is merely the difference in transportation.

It is well to consider another angle when planning to buy: Which concern pays taxes toward the schools of this area; which firm extends credit when such is needed in times of necessity; which firm cares if the article pleases after the purchase is made; which firm contributes to local well-being and looks to the future of the community? Answer these, and then buy where the money will do the most good to the most people.

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Sense And Some NONSENSE



By Dewey

Brookings-Harbor area has become quite a trading area—that's certain—because, the past several days there have been unusual large sales reported by most all local merchants. It acts something like this:

Attracted here by the opening of three new businesses, people shopped around the area for any or all articles they might have needed or wanted. All businesses of the area profited by the openings, perhaps even those directly in competition.

Buyers looking at these stores after the opening days found the shelves kinda bare—almost like the carcass of a turkey on a platter, after a big dinner had been served. This remark is not made with any insinuations—just witty like. Smith's Department store claim that they "nearly sold out" everything. Archie Hendricks said he was almost out of business for a short time, until he got in some more stock early in the week.

Jimmy Ward—yes, his old home town treated him pretty rugged-like Monday. A line had formed before the store opened—and it was Jimmy Yelton, the old work horse, who helped out on two of the opening days—he certainly can handle crowds.

Carl Donough, Democratic candidate for governor, was an official visitor in this area Monday. He was surprised to see the growth of the area in the past two years, and said as much. He stood at various spot and gazed, with amazement at progress.

"Transportation facilities of a better kind," he said, "would do wonders to the area—would just about wipe out all bottlenecks, if time were allowed."

Transportation! How many of the Pilot readers have really given that word serious thought? Just sit down for a moment with a pencil—jot down the things of the area which depend upon transportation—a quicker job, jot down those things which transportation does not affect—that would be a shorter list.

Proper transportation would speed realization of many dreams for this area at least ten years. Why ten years? In the next two or three years, most people of the area are going to build, or want to build. After building it will be about ten years before plans, already set, would be realized in most cases. Immediate transportation would then, cut building time to practically nothing, and would speed up the development already planned in this immediate area.

Transportation would create an outlet for products of this area, thus aiding the community financially, which finance would sooner enter into the development of the area, all of which would chop into the ten-year plan for the area. Proper transportation, if such could be realized this year, would see a vastly different area

by 1948—possibly a fully-developed district, comparable to any anywhere else in the world.

Mr. Kerr will soon have his mill running full capacity here. He has put some timber through, but as in nearly every case of any plant, there are many things to be corrected before maximum pro-

duction will be realized. With opening building materials soon flow onto the market lots of houses will be built.

Bill White of San Francisco Sunday after visiting Merle came for a week.

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