

### For What It's Worth .

By CLIFFORD P. ROWE



Just recently a business man friend of mine was complaining because people go out of town to buy merchandise when it is possible for them to buy right at home. Not being in business myself but in reality one of those consumers of which he was speaking, I decided to do a little self-analyzing. Why do I go elsewhere to buy?

In the first place, I rarely leave town for shopping purposes and I have my doubts as to whether many others do. However, I do know that when I do go elsewhere it is usually because that which I desire is not available locally. Very seldom is my wandtrng afar motivated by a desire to save money; for I realize that very little is ever saved and I also feel a responsibility to support my home town merchants.

However there are two important factors which I believe the local merchant often overlooks and which may be responsible for some spending out of the community. First, I sometimes feel that some merchants are prone to shift all responsibility to the shoulders of the consumer. Just because he is the hometown merchant, he assumes that he need not offer efficiency in his methods or courtesy in his approach to customers. The customer, nevertheless, insists that he has every right in the world to expect quick, efficient and courteous service, and he will go to Timbuktu if necessary in order to get it. To most of them ten minutes saved is more important than ten cents.

Another disbing factor is the local merchant who gets the notion that the customer having no place else to go is a proper subject for price gouging. If the quality is good, the consumer is willing to pay slightly more than he would elsewhere, but he is not going to be taken for a sucker.

Last but not least, I have a notion that merchants themselves do not always practice what they preach. I am confident that a survey if made would show that merchants do as much personal and household purchasing outside the community as any of their customers—perhaps more

### LANGLOIS

By Marion Brooks

Patsy Bruchler, who is visiting here from South California, spent two days last week as the guest of Bobby Sypher.

Loren Sabin and family are moving to Roseburg for the winter. They made a trip over there this week end to look for housing.

Mr. and Mrs. Glenn Kerber spent Sunday till Wednesday in Portland and Valley towns.

Art Aldropp made a business trip to Portland last week, returning Friday.

A new garage is under construction at the Jerry Boice home. Mrs. Bruce McDonald of Denmark returned last Saturday from a visit with her son in Tillamook.

Mrs. Carrie Boice is moving back to Langlois from Gold Beach this week.

Mr. and Mrs. Charlie Jensen returned home Monday night after several days in Portland. Mr. and Mrs. George Steddum and children had been caring for the Jensen ranch and children during the Jensens absence. They moved back to their own home at Laurel Grove Tuesday.

Mrs. George Kronenberg of Bandon visited one day last week with Mary Sorensen. She brought the news that her father, Charley Wooley is quite ill in Keizer hospital at North Bend. Mr. Wooley is a former resident of Langlois.

Mrs. Paul Smith and Mrs. Bill Jennings were business visitors in Gold Beach Thursday.

Mr. and Mrs. Herb Morrell returned this week from a 3000 mile vacation trip which took them into California, Nevada, Utah, Wyoming, Montana and Idaho. One of the highlights of their trip was a first hand look at General Eisenhower. Mrs. James Brooks looked after things at the Morrell home while they were gone.

Mr. and Mrs. Bill Stewart of Denmark had as their guests several days last week Mr. and Mrs.

Mr. and Mrs. L. J. Layton of Dallas spent last week end at the Archie Aldropp home. They came to pick up their two daughters, Laura Jean and Louise who have been visiting the Aldropp's. Mrs. Layton and Mrs. Aldropp are sisters.

Mr. and Mrs. O. D. Moore and Mrs. May Hollingsworth drove to Brookings Wednesday and spent the day with Dr. and Mrs. Stevenson.

Mr. and Mrs. Dean Collins were in Coquille Wednesday of last week. Mrs. Collins took a Civil Service examination while there.

Mr. and Mrs. Magoon of Bandon visited with the O. L. Morres on Friday.

Mrs. Marshall Kenedy and children of Coquille are spending several days at their home on Floras Lake. Dr. Kennedy drove down for the week end.

Mr. and Mrs. Walter Phelps who have been living at the Gold-nrod auto court all summer moved to Cottage Grove last Thursday.

Mr. and Mrs. Kenneth Thompson and Jeanette spent all of last week in Gold Beach where they were very busy people helping to get the county fair underway. Kenneth as Fair Manager is to be congratulated for staging one of the best fairs that Curry county has seen.

Mr. and Mrs. Clarence Brooks are leaving this week for Wendover, Nevada to visit with their daughter and family, Mrs. Bill Tucker, and to make the acquaintance of their new granddaughter. Their grandson, Jonnie Tucker returned home after a few weeks visit here. They will also visit with their son Don and family at Tulelake, California. Mr. and Mrs. Dean Collins are staying at the Brooks ranch until they return.

There will be no old time dance at Sixes Grange on the first Saturday of September.

Leaving Monday after a ten day visit with Mr. and Mrs. T. S. Harrington of DeDnmark were Mr. and Mrs. Ed Schroeder of Omah, Nebraska and Mr. and Mrs. E. P. Saupe and daughter Ethel of Spirit Lake, Iowa.

Mrs. Ruby Norris of Oakland, California who has been visiting with her daughter Mrs. Ruby Rundburg on the Airport road, left for her home on Sunday.

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