

## AID FOR HOME TRADE

It Meets the Catalogue Houses on Their Own Ground and Enables the Local Merchants to Cut Retail Prices—Co-operation is Beneficial.

One method of fighting the mail order houses adopted by some country merchants is that of system buying. While it is well to warn merchants against irresponsible representatives of so called "system" concerns, the plan itself is one of merit and properly organized and honestly carried out can be made of very great benefit. What is known as system buying is merely an application of the co-operative principle. It meets the catalogue houses on their own ground and by procuring the lowest possible prices from the manufacturer enables the local merchant to cut retail prices.

System buying takes advantage of the method of buying adopted by the mail order concerns themselves. Through considerable experimenting and study it has been brought to a higher state of efficiency than it could boast in the beginning. As a matter of fact, some of the early efforts in this line were rank failures. These very failures taught their lessons, however, and pointed out the danger spots.

A kindred effort to help the local merchant is the sales promoting company. The design of these concerns is to give the individual tradesman the advantage of the latest and most approved methods of advertising, collections, soliciting trade and carrying on a successful campaign against the catalogue houses.

Both the system buying and the sales promotion are in a way an application of the principle of co-operation among local merchants. The idea has perhaps been carried to its farthest point of development in the combination of manufacturers and merchants into a house similar to the mail order concern, with the exception that all sales are made through the local tradesmen. One of the pioneer houses of this kind has its headquarters in Sioux City. I am far from advocating any specific company or indeed from advocating any sort of combination, system buying or sales promoting that does not appeal to the individual merchant himself. My own idea has always been that in the last analysis this fight depends on the local tradesman. He is the trade winner. He is the one most interested, and he is the one who must decide. It is only with the idea of making some suggestions which may possibly help him in his fight that this article is written.

While it is true, however, that the individual merchant is the cornerstone, he is not the entire superstructure. His relation to his fellow merchants who have like interests with himself goes to make up the completed edifice. The co-operative principle is sound and is the most important factor in modern commercial and industrial development. For the local merchants of America to make a successful fight against the catalogue houses some form of co-operation is absolutely necessary. This will in no way or at least should in no way hamper the liberty and initiative of the individual merchant. Its only legitimate function is to help him, to make him more efficient, to give him lower prices in buying, better ideas in advertising, and soliciting, more businesslike handling of credits and collections and up to date methods in selling. In the main the interests of all local merchants are the same. Their experience should help each other. By uniting each of them strengthens his hands. But this union must be their own, must belong to the individual merchants themselves. It must not be made by some outside concern for the purpose of its own advancement and enrichment. That is not co-operation, but exploitation. The union must be for the purpose of advancing and enriching the local merchants. They should keep the control in their own hands. This is sound business. And some such co-operation is forced by the very logic of the situation.

There is no reason why a large number of local merchants should not band themselves together and adopt a method of system buying that would be of benefit to all. It would even be possible to have certain manufacturing concerns go in with them. Such an association could devise its own methods of trade promotion and of fighting the catalogue houses. The individual merchant would be left absolutely free in his own sphere. He would only have added the support of his fellows and gained the advantage of their experience. He would likewise have the power through combination with them to procure the lowest possible prices in buying goods.

This is the day of honest merchandising and of truthfulness in advertising and representing goods. No other method will win in the long run. No other plan will meet the competition of the catalogue houses and the big city stores. It is foolish and unfair to abuse the mail order concerns or their patrons. Men have a right to trade

where they can get the best prices, and they will do so whatever we say. The battle of the local merchant is to convince the public that he can give better values. Co-operation with other local merchants, especially in the matter of buying, will enable him the more effectively to do this.

J. A. EDGERTON.

### Will Debate Here January 28.

The first tryout of the high school debating team of this city will occur January 28 in the opera house between the affirmative team of Independence high school and the negative team of Perrydale high school. On the same night the negative team of the Independence high school will debate at Ballston with the affirmative high school team of that city. The question to be debated is: Resolved: That the legislators of the Oregon legislature should be elected by a system of proportion representation. A program, interspersed with musical numbers, will be rendered on that night. The debaters of the affirmative team are Bessie Hartman, Gretchen Kreamer and Marie Jones. Those who will go to Ballston on the negative team are Clyde Dick, Marion Butler and Florence Gebro.

### THE MARKETS

#### Portland.

Wheat—New crop, track prices: club, \$1.08; bluestem, \$1.18; red Russian, \$1.06.

Barley—Feed and brewing, \$30.

Oats—\$33 per ton.

Hay—Timothy, Willamette Valley, \$18@20 per ton; Eastern Oregon, \$18@21; alfalfa, \$16; clover, \$16.

Butter—Extra, 39c; fancy, 33@36c.

Eggs—Ranch, candled, 43c.

Hops—1909 crop, 18@22c; 1908 crop, 15@18c; 1907, crop, 12c.

Wool—Eastern Oregon, 16@23c per pound.

Mohair—24c.

#### Seattle.

Wheat—Bluestem, \$1.21; club \$1.11.

Oats—\$32@33 per ton.

Barley—New, \$28 per ton.

Hay—Timothy, \$20@24 per ton; alfalfa, \$16 per ton.

Butter—Washington creamery 39c; ranch, 26c.

Eggs—Set, local, 46@48c.

Potatoes—White River, \$16@18 per ton.

#### Germany's Novel Movement.

Germany has started a unique movement for the improvement of towns and small cities by constructing a number of garden cities, one Berlin society having acquired a large plot of land on the northern outskirts of the city for the construction under the name of Frahan of the first real garden city of the capital.

This city will be built in a picturesque hilly part of the state forest, will have its own railway station and will be laid out regardless of cost as regards external adornment. Judging from reports from all sections of Germany, the idea has taken a firm hold on the people, the feature most insisted upon being the abandonment of the flat house and the substitution of the small house and villa on the English model. In Bavaria, where there is always a shortage of houses, the government will transfer for garden purposes part of the state forests in the vicinity of large towns. At Magdeburg houses with large gardens for single families will soon be rentable for about \$80 a year American money. It is to be hoped that this country will soon undertake the same kind of development.

#### A Good and Lasting Memorial.

In 1880 a man who had watched with great interest the development of Cornell university, at Ithaca, N. Y., intimated his desire to present to it some memorial to express his love and interest for the institution. He had not great wealth, through which others had been enabled to present fine buildings, but he appreciated the beauty and value of trees, and so he conceived the idea of planting East avenue with elms. Long years ago the donor passed away, but his beautiful avenue remains as a living witness to his generosity, and at either end may be seen a stone bearing the inscription: "Ostrander Elms. 1880." In no better way can man erect for himself an undying monument to his public spiritedness and in no other way may he leave behind a more graceful or fitting tribute to his love of nature. Not only may man leave his own monument behind, but loving hands could plant a fitting memorial to many of our best and most public spirited citizens. To the writer all of our stone monuments and statues are most inexpressibly ugly, and few indeed are worthy of preservation.

The party who borrowed the bridle and driving lines from Tom Hart during the holidays will please return them. They are for his friends, of course, but he would like to just see them once in a while.

### OREGON NEWS PARAGRAPH.

Portland—Secretary of Interior Ballinger has withdrawn 3179 acres along the Mollala river and 598 acres along the McKenzie river.

Portland—Caesar Bourgeois, a Belgian, 26 years old, was shot and killed by Louis Blanchet, manager of the Monte Carlo school.

Wallowa—Postmaster Tulley has received notice that the Wallowa postoffice has been placed in the third class list and his salary advanced to \$1200 per year.

Mist—A commercial club recently organized at this place is planning to build an electric road to connect with the A. & C. R. at Clatskanie or some other point on the Columbia river.

Portland—The gift of tobacco to his 7-year-old son was the cause that brought John Biggs before the police court. He admitted buying the weed for the boy, saying it was to keep him from having dyspepsia.

Eugene—No acceptance has been received to the challenge of Captain C. J. Dodd, the 70-year-old soldier, who recently challenged any man of his age to run a foot race of 100 yards for a purse of \$100.

Medford—The citizens of Woodville and property owners along Evans creek have organized the Evans Creek Telephone Company to build a line up Evans, Pleasant and Wards creeks.

Portland—The new year begins in Oregon with approximately 500 miles of new railroad actually under construction. Before the close of 1910 most of this new work will have been completed.

Glendale—The most successful event in the history of this vicinity was the first annual Newcomers' and Old Settlers' Union. Practically every family in Cow Creek valley was represented.

Pendleton—There is great rejoicing among the members of the Umatilla County Anglers' Association over the prompt action Oregon's delegation has taken to stop the wholesale destruction of trout on the reclamation project at Hermiston.

Springfield—An immense charge of dynamite sent off in a vacant field

near Natron by some unknown person, presumably as a New Year's celebration, shattered all the windows within a radius of a quarter of a mile.

#### Fever Sores.

Fever sores and old chronic sores should not be healed entirely, but

should be kept in healthy condition. This can be done by applying Chamberlain's Salve. This salve has no superior for this purpose. It is also most excellent for chapped hands, sore nipples, burns and diseases of the skin. For sale by P. M. Kirkland.



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