

The Clancy Kids

Silence is Golden
Because the Voice
"Carries"

By
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ADVANTAGES OF TRADING AT HOME

Most of the reasons why many people trade with mail-order houses and in nearby large cities rather than in their own town can be found in the business houses of the home itself:

- Failure to find out what the customer wants, and to have it in stock when they call.
- Failure to play up and capitalize on these advantages: Personal touch,

proximity to customers which enables them to inspect the goods and to easily obtain credit; civic pride.

Lack of progressive sales methods and alert sales persons.

Unattractive stores; dirty exteriors, poor window displays, illogical lack of proper solicitation on part of the management.

Failure to study the customer's buying habits and motives.

About the only advantages of distant stores located in large cities are:

- Greater variety of goods to choose

from, especially in woman's garments. Psychological prestige of a large city.

The above summary is from a well thought out letter to merchants by Wilford L. White, instructor in the department of economics, University of Colorado. Mr. White says in part:

A progressive store located in a small town can undersell one in a larger city. If two stores offer the same quality and service, the smaller one can sell medium and high priced merchandise at lower prices because its overhead charges are less. It is estimated that a small dry goods store can operate at a cost of about 17 percent, while a larger one must have an operating margin of nearly 24 percent, a difference of 8 percent on net sales. As against this, department stores will average more than 25 percent. The difference is primarily due to high rents, the need of more advertising in the larger cities, heavier loss from bad debts, and added services which are not needed in a small locality.

To offset this advantage of buying at home, there is the disadvantage of not being able to carry complete lines of merchandise. This is a serious handicap for many merchants and cannot be completely overcome because a merchant in a small city cannot afford to carry the same assortment of sizes that is absolutely essential in a larger store. However, something can be done.

The solution is to find out what your customers want and have the goods on your shelves when they call for it. You can do this by recording every request for merchandise which is not in stock at the time of the request. You can do it by putting out "feelers" just prior to a purchasing trip. You can do it by closely watching the social, business and political leaders of your city to see that they are purchasing from you and your competitors. You can do it by reading both the trade publication and general magazines in order to find out what they recommend.

The second advantage you have over your out-of-town competitors is that, assuming that you are not primarily a cut-price store, you do offer merchandise of quality equal to that of these competitors. National advertising has been a boon to the smaller merchants because they can now offer standardized merchandise equal in every respect to that offered in the most exclusive store in New York city. Do you make use of this advantage?

This question is partially answered by the third reason why so many people trade outside of their own locality—lack of progress sales methods and alert sales people. If people leave your store without being waited upon, it is not so much because they are in a hurry for service. Many customers will not ask a clerk to wait upon them; they will stand for a few minutes and then walk out in disgust, vowing never to come back.

The advantage which you can utilize is that of convenience of location. The main reason why most groceries are purchased in the home city is that groceries are a convenience goods. Although you may not be selling a convenience goods, you have a convenient location as far as the local cus-

tomers are concerned. They can come to your store, make a purchase, and return home in a fraction of the time which it would take to send to some mail order house or to go to a nearby city. Some people do not realize this.—West Trade.

ONLY ONE FILE FOR CITY OFFICE, DALLAS

Dallas—With one exception nominations for city officers to be elected on Nov. 7th has gone by default. It will be necessary for the voters of the city to write in on a blank ballot their choice for mayor, councilman-at-large and ward councilmen. The one exception is that of city auditor and police judge, for which position John T. Ford, incumbent, has filed to succeed himself.

Time for filing for nomination for any of the city of Dallas for any of the city offices expired October 7th, thirty days before the election. None of the present councilmen nor Mayor Grant apparently has a desire to succeed himself.

The offices to be filled by the election next month, to become effective January 1st next are mayor, councilman-at-large and one councilman from the third and fourth wards each, respectively, to succeed Charles N. Belieu and Charles Hayes, respectively, and two each from the first and second wards. Representatives from these two wards who retire are Walter S. Muir and A. W. Thornton, first ward, and John R. Allgood and Robert Van Orsdal, second ward.

Several special measures and charter amendments will be on the city

Dry Goods and Groceries

Conkey & Walker

ballot. These will be reviewed in the Itemizer at a later date.—Itemizer.

New Drier Wins

New recirculation dryers have been installed on the farms of C. R. Widmer and R. Ingerly at Albany and on the A. L. Page farm at Jefferson.

Jess Nicolls of Eugene and the Oregon Growers and Eugene Fruit Growers also have new plants of this type. The horticultural products section of the Experiment station will be working to those who call at the horticultural products building.

NOTICE OF SCHOOL MEETING

Notice is hereby given to the legal voters of School District No. 29 of Polk County, State of Oregon, that a SCHOOL MEETING of said district will be held at Public School Building, on the 8th day of November, 1922, at 7:30 o'clock in the afternoon for the purpose of discussing the budget hereinafter set out with the levying board, and to vote on the proposition of levying a special district tax.

The total amount of money needed by the said school district during the fiscal year beginning on June 16, 1922, and ending June 30, 1923, is estimated in the following budget and includes the amounts to be received from the county school fund, state school fund, elementary school fund, special district tax, and all other moneys of the district:

BUDGET—ESTIMATED EXPENDITURES

PERSONAL SERVICE	Salary per Year
Principal	\$2200.00
High School Teachers	6435.00
Grade Teachers	7200.00
Janitors	1350.00
Clerk	150.00
Other services	400.00
Total	\$17735.00

MATERIAL AND SUPPLIES	
Furniture (desks, stoves, curtains, etc.)	\$400.00
Supplies (chalk, erasers, etc.)	200.00
Library books	100.00
Library books	25.00
Flags	100.00
Janitor's supplies	800.00
Fuel	250.00
Light, Power and Heat	150.00
Water	25.00
Postage and stationery	25.00
Total	\$2050.00

Construction	\$300.00
Maintenance and repairs	400.00
Assessments (Highways, Roads, Streets, Bridges)	125.00
Indebtedness—Bonded, and interest thereon	4505.00
Warrant, and interest thereon	200.00
Insurance	250.00
Miscellaneous	500.00
Total estimated amount of money for all purposes during the year	\$26,065.00

ESTIMATED RECEIPTS	
From county school fund during the coming school year	\$3500.00
(Use amount of county school fund received last year as basis in making this estimate.)	
From State school fund during the coming school year and tuition	2250.00
(Use amount of state school fund received last year as basis in making this estimate.)	
From elementary school fund during the coming school year	2700.00
Estimate of probable unexpended balance at end of current year	2700.00
Total estimated receipts, not including proposed tax	\$11,150.00
Balance, amount to be raised by district tax	\$14,915.00

Dated this 27th day of September, 1922.
Attest: C. G. IRVINE, District Clerk
M. H. PENGRA, Chairman Board of Directors

ORIGINAL ESTIMATE AND ACCOUNTING SHEET SCHOOL DISTRICT NO. 29

This original estimate is made in compliance with section 231-A of the school laws of 1921 and shows in parallel columns the unit costs of the several services, material and supplies for the three fiscal years next preceding the current year, the detail expenditures for the last one of said three preceding fiscal years and the budget allowances and expenditures for six months of the current year. ("Six months of the current year" means six months of the last school year.)

ITEM	Estimated expenditures for the ensuing school year	Expenditures for three fiscal years next preceding the last school year		
		Last Year	2nd Year	1st Year
PERSONAL SERVICE:				
Principal	\$2200.00			
High School Teachers	5850.00			
Grade School Teachers	7200.00			
Janitors	1350.00			
Clerk	150.00			
Other services	400.00			
Total	\$18950.00	\$12875.00	\$10700.00	\$7855.00
MATERIAL AND SUPPLIES:				
Furniture (desks, etc.)	\$200.00			
Supplies (chalk, etc.)	200.00			
Library books	100.00			
Library books	25.00			
Flags	100.00			
Playground equipment	25.00			
Janitor's supplies	800.00			
Fuel	250.00			
Light, Power and heat	150.00			
Water	25.00			
Postage and stationery	25.00			
Total	\$1875.00	\$1960.00	\$1985.00	\$1121.00
Construction	\$350.00	\$350.00	\$375.00	\$300.00
Maintenance and Repairs	400.00	\$400.00	\$378.00	
Assessments (Highways, Roads, Streets, Bridges)	125.00	\$130.00	\$123.00	\$128.00
Indebtedness—Bonded and interest thereon	4505.00			
Warrant, and interest thereon	200.00			
Total indebtedness	\$4705.00	\$4860.00	\$2200.00	\$4342.00
Insurance	250.00	\$300.00	\$265.00	\$246.00
Miscellaneous	500.00	\$500.00	\$500.00	\$400.00
GRAND TOTAL	\$25,005.00	\$21,375.00	\$16,526.00	\$14,392.00

I, C. G. Irvine, do hereby certify that the above estimate of expenditures for the year 1922-1923 was prepared by me and that the expenditures and budget allowance for six months of the current year and the expenditures for the three fiscal years next preceding the current year as shown above have been compiled from the records in my charge and are true and correct copies thereof.
C. G. IRVINE, District Clerk

DISCOUNTING THE COUNT!

A COUNT used to be a man in charge of a count of 500 persons to whom he was a sort of overlord. This is not true today because of altered political conditions. We still have Counts, but the Count business has changed somewhat.

Business, of all kinds, has undergone something of a revolution. It was not so many years ago that pack peddlers were the sole distributors and transporters of many of the household articles of the day. Their legs set the limits for most distribution problems in those days. Modern transportation, progressive sales methods—and advertising—have broken the shackles of time. They make a speedy job of what used to take years. Through advertising many an article has been introduced simultaneously in stores all over the country.

Advertising today is the method used by business to tell you why you should have certain goods and how to identify those goods. The advertisements you find here are a truthful catalog of needed merchandise.

Articles of all kinds and for all purposes are presented in a pleasant way through the medium of type and picture. The outstanding requirements of every member of the family are met by offers of good merchandise of proved value.

USE THE ADVERTISEMENTS FOR GUIDANCE AND YOU WILL BE A CONSTANT GAINER

IT'S TOASTED
one extra process
which gives a
delicious flavor

LUCKY STRIKE
CIGARETTE