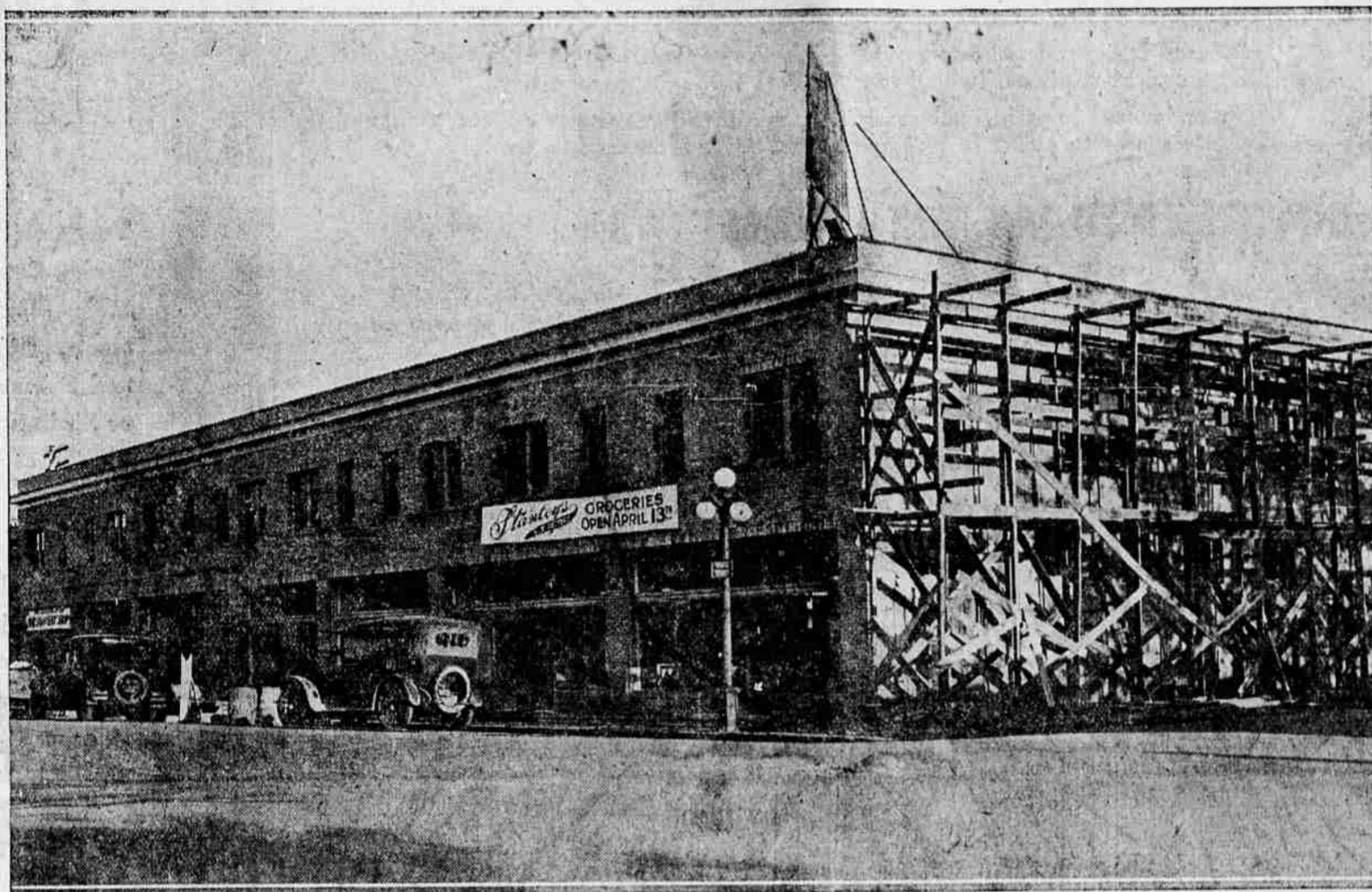


STANLEY STORES OPEN MONDAY, APRIL 13

Six Stores to be Occupied—Groceries, Fruits and Vegetables, Bakery and Meat Market—Marshall's Music Shop—Remington Cash Register Company

STANLEY'S NEW STORE BUILDING AT NINTH AVENUE AND OLIVE STREET



Eugene's Cut-Price Grocery---Living Costs Down

BIG BUSINESS EXPECTED — OPEN WITH EIGHTEEN SALESPeOPLE

Guard Prints Largest Grocery Store Advertisement Ever Published in A Daily Newspaper

Monday morning at 7 o'clock the best displays of pianos—popular priced quality merchandise—shown in any city of Eugene's size. His room will be ready about May 1.

Mr. Marshall came to Eugene and entered business something over a year ago. He leased a room in the Day building, on Eleventh avenue west, and there, assisted by his wife, built up a good business.

The grocery occupies the west 50 feet of the new Stanley building and besides the groceries you will find a wonderful meat market—"Walt's Market"—conducted by Walter Leaper, formerly of Ashland, but now a resident of and a booster for Eugene.

Walt is a likeable fellow, a good butcher, and he will soon number his friends by the hundreds.

Selling good meats is Walt's stunt, and he is always good natured—just like Walt in the funny paper.

The bakery department will be conducted by the Misses Lucie and Alva Sulkor.

Kremmel's bakery will furnish all the goods sold in this department, and when we tell you this there's no need of saying anything further as to quality.

The Stanley store is filled to overflowing with the best of everything, and you will get quality always—with the main point of saving money to the buyer always put to the front.

The store is well equipped and handily arranged, making for quick service.

The fruit and vegetable display will always be the best market affords, and conducted the Stanley Way means the prices will be right.

Other Occupants The Marshall Music store will occupy the east room in the Stanley building, and there you will see one of the

Besides the east twenty-foot room Mr. Marshall also uses the rear 28 feet from the adjoining room. This room is used as a display and salesroom for grand pianos.

The Remington Cash Register company occupies the room adjoining the piano store. The local office is under the efficient management of E. P. Joy.

The Remington is a wonderful machine, put on the market only a few years ago by the Remington Arms Co. It is backed with millions of dollars in capital and has made wonderful strides toward capturing the cash register business in all sections where shown. Already many machines are in use in Eugene.

BANKER LAUDS STANLEY'S STORE

Stanley Says Store Will Open With Large Business—Will Do Big Volume on Small Margin

The other day a banker said to me: "Well, Stanley, you are going to have a fine place over there. Of course it will take you six months or a year to get established, but after that things should come pretty nice."

With due respect to his opinion, I will only say: Bankers, usually, are very conservative.

We expect to open up with the best grocery business in this section of Oregon, and we expect to hold that business by conducting this store in a business way.

Inaction gets me. If there can't be some snap and pep I won't hang around. We would rather keep busy and make less.

Truly, fact of the matter is, I get more enjoyment out of doing business and having a lot of pleased customers than I do out of the profit.

Come over Monday and if I have missed my guess you'll likely find me in the basement, but I'll gamble six bits, to ten cents that we'll have a bunch of help slingin' groceries.

GEO. C. STANLEY.

Stanley Prices are Cash-Carry Prices

Just look at the difference. The difference is a good sized object.

You know what you have been paying for groceries.

It costs money to do a credit and delivery business.

We are just cutting the overhead and giving the saving to you.

If you care to save money buy the Stanley way. Let us pay you for delivering those goods to yourself. The way we pay you is in reduced prices.

The farmer or other customer who calls for his order at Stanley's does not pay for delivering goods to some one else, and he doesn't pay for goods bought by the "man who couldn't pay."

Westward H-O! A potential dish of oatmeal on which seven million people could breakfast at one time rolled out of Buffalo, the first week in March. The entire train of 29 cars was bound for California. This is perhaps the largest single shipment of oatmeal ever sent across the continent.

Builders Have Faith in New Stanley Building, Which is to Open Monday Morning

The Stanley building was designed by W. E. Chantry, who has had the contract for erecting the building.

We believe this is one of the best buildings in Eugene; it is of firm construction, is a beautiful building, and in every way a credit to our city.

On the lower floor are five store rooms, each having twenty feet frontage, and one room fifty feet in width. On the second floor are fifteen apartments, these having been leased by Mr. and Mrs. Harry Shaw. A full basement, 9 feet in depth and 161 feet by 68 feet with a concrete floor is available for warehouse space for tenants.

Mr. Chantry has had years of experience in the building game, working mainly in Texas and southern California. We are in hopes he will become a permanent fixture in Eugene.

The cement, steel, lime and other building materials were bought through the Seibert Warehouse company.

The Mathews Sand and Gravel company did the excavating, besides furnishing the sand and gravel for the building.

The Finkle Plumbing shop installed the heating system and put in the plumbing and gas piping.

Moore, the fellow who says use "Moore Signs," did the sign work.

The Sigwart Electric company wired the building for lights as well as for electric ranges.

Driscoll & Shoups, the bonded plaster contractors, did the plastering.

The Electric store furnished the electric fixtures for the apartments and the grocery room.

The Walters-Bushong company furnished the lumber for the Stanley building.

J. F. Lyons had the painting contract.

The R. A. Bald Hardware company furnished the hardware.

The Hancock Sash & Door company furnished the doors and windows and light hardware.

The Kern Products company sold the cream rug brick which faces the building, the brick having been made at Williams, Oregon.

The brick work was done by Geo. W. Hunter.

The Ford-Nelson Planing mill did a great deal of the finish work for the building, including the grocery shelving and counters.

The Midgley Planing mill furnished the plate glass.

Ramey Rugh, the live young real estate dealer, sold the lot to Stanley and was the real cause of the starting of the whole thing.

The Wetherbee-Powers company sold the Stanley's permanent apartment furnishings, including Roll-A-Round beds, gas ranges, linoleum tables, window shades, etc.

And after all of this was done J. J. Kirchoff dropped down and wrote up insurance to cover most everything. Mr. Kirchoff has built up a substantial insurance agency in Eugene through his effort to give better service to his patrons.

R. A. Parks Firm Supplies Grocery Store Equipment

Many of the grocery store fixtures were purchased through R. A. Parks company, of Portland.

The beautiful white enamel Standard scales—seven of them in use in the room—were purchased through Mr. Parks, Oregon representative of the Parks company.

The candy case, the tobacco case, the Sherer display case, the double Hobart coffee mill, the coffee and tea case and the large McCray three-section ice box were all bought through the Parks company.

Stanley says he has heard a dozen salesmen knock Mr. Parks, and they had him going for a while, but now he thinks he has the secret. "Parks is a darned good salesman and he delivers the goods. He's crowding some of the other guys out so fast that all they get a chance to do is knock a little on their way down."

This is store number 75 for Stanley, he having opened and bought that number to date, and he says Parks has given him the best deal he has ever had, so it looks to us like Parks is "sitting pretty."

The up-to-date Remington cash registers have been installed. The office and Eugene sales agency for these wonderful machines is in the Stanley building.

The S. O. S. Hardware and Implement company, just across the street from the Stanley building, furnished quite a lot of the equipment, including the platform scales, freight elevator and electric pump in the basement.

Banana Imports Grow The import record of the year just ended shows a larger number of bananas entering the United States in 1924 than in any earlier year, and the sum paid therefor also the largest on record. The total value of the bananas imported into this country in 1924 was \$22,674,000, against \$16,398,000 ten years ago and \$7,170,000 twenty years ago.

Drop Sugar Tariff President Coolidge apparently has let the question of a change in the rate of duty on sugar drop. It is reported from the White House that nothing further has been done with the sugar report of the tariff commission, which was interpreted to mean that no movement has been made in the direction of lowering the rate.

Manufacturers Advertising We ask our patrons to read closely the advertising in these following fifteen pages. You will see many national advertisers represented, and the co-operation of concerns of this kind make big things possible. Without the assistance of these good people Stanley's could not have issued the largest grocery advertisement ever published in a daily paper.

Your special attention is directed to the following advertising: Albers Brothers, Amazo Oil, Barrel Syrup, Ball Brothers Mason fruit jars, Calumet Baking Powder, Cannon Meats, Conner & Co., Crimson Hamster syrup, California Rex Spray Co., Fontana macaroni, Folger & Co., Golden Gate brands, etc.

Gold Medal flour, Gebhardt Chili Powder Co., Lang & Co., Royal Club brands, etc., Los Angeles Soap Co., Mt. Hood Soap Co., Nalley's salad dressing, Proctor & Gamble, Ivory soap, P. & G. Naphtha soap, etc., Stanley's brand coffee and Alex. Under Balmart Co.'s bulk coffee, S. O. S., Vegex, Workman Packing Co., I. N. L. products.

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goods at home and know just the price you pay for every article.

I will write every Stanley ad that is published, and I will personally be responsible for every assertion.

Very truly yours, GEO. C. STANLEY.

Knockers I sincerely hope we have some, for you can't all be boosters.

Say something— If you can't boost, knock—we want the advertising.

THE AD MAN. Gosh, I'm afraid I've made so many promises in this ad that I won't have anything left to promise in my next— But I'll try—

And we are here to make good on every promise.

THE AD MAN. We're going to sell Gold Medal flour—

We're going to boost it hard— We've sold it in California for seven years—

We know there's no better— So we're going to use their slogan right here—

We're going to say: Do your grocery buying at Stanley's

"Eventually—why not now?" THE AD MAN.

Under our constitution no man can be president of the United States until he is 35 years old.

Our youngest president, Theodore Roosevelt, was 42 years when he first accepted the responsibility.

But in a modern grocery store we need alertness, quick footed action as well as brain, so this store—the Stanley Way—will be put on the map with a force younger in age than it takes to make presidents.

THE AD MAN. Robinson Crusoe made food of strange roots and herbs, clothes out of wild animals' skins and cooking utensils out of coconuts—

But who wants to be a Robinson Crusoe? Buy the Stanley Way.

THE AD MAN. No fakes, no leaders, no strings— When you buy the Stanley Way each individual transaction is ended.

THE AD MAN. No Limit—Buy All You Want Practically all of our advertisements will be done this way.

When "Limit Specials" are offered

We think you, GEO. C. STANLEY.

ADVERTISING We will do a lot of daily newspaper advertising; in fact, that is the only kind we use—

And every ad will be an honest ad— When you read a Stanley ad depend on it, it will ring true, it will be true.

Just the store taken to you in news-paper form—

And you'll know we have the goods as advertised at the advertised price. A child can buy as well as a grown up at the Stanley Way.

Every customer of his purchases— You'll be able to re-check your