

Walter Givens - Editor in Chief  
Harry C. Reid - Advertising Mgr.  
Fred Bartholomew - Bouncer

# THE WEEKLY

Devoted to the stimulation of civic and community pride - the patronizing of home industries - and the boosting of the W. Givens Company, Incorporated.

# BOOSTING SPIRIT

Vol. 1 No. 4

December 28, 1916

Estacada, Or.

That Health, Peace and Prosperity may be the lot of each of our friends for the New Year - is our wish.

### The Editor's Chaff

We congratulate our friends of the Garfield Grange upon the success of their Xmas exercises, and only regret that press of business prevented our being present.

We are sure every boy and girl appreciated the genuine Xmas spirit manifested by C. R. Lovell and daughters of Currinsville, in the furnishing of the Christmas treat at the Christian Church on Sunday evening.

Our store enjoyed a visit Saturday from the Misses Adelphine Wiederhold and Molly Ahnert of Vancouver, who had spent the holidays at their respective homes in George. Incidentally they did some shopping with us, which we enjoyed along with their visit.

One of our good George friends in commenting on the Boosting Spirit said, "We are thinking of discontinuing the News and taking two copies of the B. S." We thank them.

Have you noticed the improvements made on the Estacada Stock Yards by our friends of the P. R. L. & P. Co? Bring your cattle and hogs now, we can handle them.

Will the cheese factory become a reality? We believe it possible but only as you give it your individual support, Mr. Dairyman. Come down to the meeting Friday night and let's talk it over.

What's your cream check? No matter what it is, it can be improved by feeding Molasses and Beet Pulp. Better order yours now to last until the grass comes again, as the price wont hold long at \$27. per ton.

### 5 Things We Have Tried To Do During 1916

We have tried to please every patron of our store, whether big or little.

We have tried to give a square deal to all.

We have tried to be charitable toward those who have differed from us in a business way.

We have tried to have a part in every undertaking that has been a public benefit to the community.

### 5 Things We Have Done During 1916

For every dollar paid us by our patrons, we have paid out two dollars for the products of the farm.

We have been satisfied with a gross profit of 15% on our sales, believing that a gross profit of more than 15% is unfair to a rural trade.

We have given 2% discount on all cash purchases, thereby reducing our gross profit to 13% and have made a sufficient profit on this basis to enable us to enlarge both our store and our warehouse room and plan greater things for the New Year.

We have been to considerable expense to find a market for all of the products of the farm, but have done this gladly, believing that the rural residents have a perfect right to sell what they have to sell, where they buy what they have to buy.

We have hustled and labored for whatever success has been ours and realize we have made many mistakes and have decided to profit by them in the future.

## Our New Years Resolution



Be it resolved by every member of the Walter Givens Company, that during the year 1917, we will individually and collectively do all in our power to make our store better serve the interests of our patrons, than in 1916.

That our three aims shall be Quality, Value and Service and our goal a realization of our slogan, A Satisfied Customer is the Best Advertisement.



We hold the Exclusive Agency for

# Heinz Pickles

(In Bulk)

Sour Spiced Preserved Sweet and Dills

Let the Howlers Howl,  
And the Growlers Growl,  
And the Knockers Knock it —  
For after the Night,  
There is always Light,  
And it Pays to Trade with Us,  
And You Know It.

Another carload of hogs and cattle was shipped by us last Wednesday, from the Estacada Stock Yards. Advise us what you have to sell for next time.

Do you know that it is an OFFENSE to sell as fresh any EGGS that have been Water Glasseed or preserved in Lime Solution?

We thought the Boosting Spirit was somewhat modest in its assertions, but judging by some insinuations last week, we are reminded of Irish Patrick on a seagoing ship.

Pat met the first mate on deck one evening just after the lights were lighted and the mate said, "Pat, as soon as the passengers are asleep, I want you to go to No. 34 and take that dead man and put weights on him and throw him overboard."

"All right," says Pat. The following morning the mate approached Pat and angrily said, "I thought I told you to throw that stiff in No. 34 overboard."

"34," exclaimed Pat, "Why I thought you said 24 and the fellow in 24 said he was'nt dead but he was such a liar I did'nt believe him."