

Eastern Clackamas News

Entered at the postoffice in Estacada, Oregon, as second-class mail.

Published every Thursday at Estacada, Oregon

UPTON H. GIBBS
Editor and Manager.

SUBSCRIPTION RATES

One year \$1.50
Six months75

Thursday, Jan. 23, 1919

Mail Order Houses
and Home Merchants

The great bugbear of the home merchant is the mail order house. It constitutes a rival with whom he finds it is very difficult to compete. Both town and country are flooded with catalogues, circulars and letters, advertising and soliciting the trade of the home merchants' customers. The mail order houses spare no expense to get a hearing and orders. They represent a vast amount of capital and can easily undersell the home merchants in many lines, and since Uncle Sam undertook parcel post delivery, their facilities have been increased to serve the rural public.

A farmer can drop a letter with his order and the cash, in the mail box at his door, and a day or two later have it delivered in by the mail carrier. Besides the question of convenience, there is the one of economy, as a rule he gets his goods cheaper or at least he thinks so, from the mail order house than at the store in town.

The home merchant at first seems hopelessly handicapped in competing with such powerful rivals. But his case is not as bad as it looks at first. He should study his rivals' methods of operation, and in them he will find the clue towards meeting and offsetting them.

The methods which the mail order houses adopt, may be classed under three heads: first, by getting the attention; second, by prompt and adequate service; third by the appeal to the bargain instinct of their probable customer.

The first is done through lavish advertising. A full catalogue profusely illustrated is sent to him. By means of this he is shown a complete and immense stock of goods, almost as vividly as if he were in the store itself. He takes it up during his leisure, and carefully peruses it, and gets a better idea of what the stock comprises, than by a personal visit, because he takes more time, and is neither hurried nor bewildered by trying to see too much at once, nor jostled by a crowd. He goes through the lists, takes note of the descriptions which set forth the merits of each article, and soon his interest is aroused. He has unconsciously, perhaps, been wanting a certain tool or utensil, and when he comes across this, in the catalogue, he becomes aware of the fact. The consequence is, he makes a note of it and then there determines to get it. One thing leads to another and before long he has a list prepared.

Then secondly, he need not go to

town if he is rushed with work, but simply write a letter and purchase a money order from the mail carrier or enclose his check, and Uncle Sam and the mail order firm will do the rest. He receives in due time the goods he has ordered with a statement and a cordial expression of thanks, which is very gratifying to his personal esteem.

Then thirdly, he believes that he has saved considerable by the deal, whether this is actually the case or not. Sometimes he does and sometimes he does not, but it is seldom that he discovers the latter fact, because he never takes the trouble to find out, unless the article proves very inferior.

Now there are no good reasons why the home merchants cannot to a great extent adopt much the same methods as those of the mail order houses. While they cannot spend so much in advertising nor afford to publish catalogues, they can use printer's ink to much better advantage, than the ordinary country merchant does. The value of an advertisement does not depend entirely on its size, but on its psychological appeal. The most practical way to ascertain this for the average merchant, who has not made a study of the art of advertising, nor can afford the service of an advertising expert, is to study the advertisements of the large department stores in the city. These are a sure and unfailing index of the way to catch the attention of the public.

Then he has one advantage over the mail order house, in that his customers can see for themselves what he has for sale. He should utilize this to the full extent, by a judicious arrangement of his stock. If his store presents a neat and attractive appearance, with its goods placed where they can be seen, he will find this a great drawing card. A good window display with the goods priced, is also very productive in results, because it will invariably halt the passer by. He may or may not enter, but he will remember that such and such an article is for sale at that store and for how much.

In the matter of service, the home merchant has a distinct advantage over the mail order house. He has the same facilities of the parcel post and mail carrier service as the latter. In addition he has the telephone, which nearly all his rural customers have installed in their houses, so they can reach him just as easily as the mail order house. Besides the home merchant who knows his customers is willing to give credit to all those who are reliable. The farmer then can telephone his order and have it filled and pay for it when he goes to town or on the first of the month. Thus he saves the bother and expense of buying a money order. Then, when the customer comes to town, the merchant comes in contact with him personally and this is a most effective means for acquiring his good will, by courteous attention, which pays a hundred per cent.

In regard to the matter of economy, if the home merchant cannot afford to sell as cheaply as the mail order house, he can offset this in various ways. If he has won the good will of his customers, they won't demur at a few cents additional cost, if they realize that the merchant is not gouging them; that he is selling his goods at a fair price to

(Concluded on Page 7)

Personal Attention Given to Each Customer

Honey Special This Week Only!

HONEY FOR HOT CAKES

Strained---70c a quart jar; \$1.25 half gallon jar.

Comb---35c a pound.

Full Line of Best Staple Groceries

WE ALSO HANDLE FLOUR AND FEED

Warren McWillis

Successor to L. A. Chapman

There was
a Crowd in
the Store



and they were trying to josh the Tobacco Man

"Have a chew on me," says he. "Break off just two or three squares. That's a man's size chew of Real Gravely. It holds its good taste

so long it costs nothing extra to chew this class of tobacco."

It goes further—that's why you can get the good taste of this class of tobacco without extra cost.

PEYTON BRAND

Real Gravely Chewing Plug
each piece packed in a pouch

P. B. GRAVELY TOBACCO CO., DANVILLE, VA.

The Hotel Oregon-

Respectfully solicits the patronage of the People of Estacada and Eastern Clackamas County, when in Portland.

The HOTEL OREGON has been for many years one of Portland's leading hotels and is located in the heart of the business and theatre section, at the convenient corner of Broadway and Stark.

You are assured a cordial welcome and your patronage will be appreciated.

Stop at the HOTEL OREGON, the next time you are in Portland.

Rooms \$1.25 and up