

Will the Small Town or Country Merchant Continue?

The question is frequently asked, even by merchants themselves, "will the country store continue or will it disappear because of its inability to combat the forces arrayed against it?"

Perhaps one of the most active of these forces is the mail order house; and perhaps another is the increasing ownership of automobiles, which carry country customers to larger towns.

Why do the mail order houses get business away from the country store? Their goods are no better, frequently not equal in value. It takes longer to get them and longer still to exchange if not satisfactory. One of the principal reasons is that they present the goods in an orderly way, displaying them by the way of pictures and describing them fully that the customer is convinced they know what they are talking about. Again the mail order house talks constantly about its desire to make good anything which may not come up to expectations, and this makes a deep impression upon the reader. Why then does not the country merchant interest himself in a better presentation of his wares? Because he is occupied with all kinds of things, most of which he must do himself. Because he has not the time to devote to the education of his clerks. Because if he had the time, he has not the material at hand to educate them to be better sales people, because the average manufacturer of trade-marked goods has got in the habit of dumping his products, his window signs, cutouts and other advertising matter upon the small merchant, taking it for granted that he knows all about them and has plenty of time to figure out ways to use them properly.

We hope that we have given you some practical suggestions which will help keep our own people buying at home. We believe the country merchant will continue, just as the homes and firesides will continue. No one is closer to these homes than the small town or country merchant. No one knows these people so well. The men and women of the country would rather buy at home all things being equal. They know the merchant. They chat with him in the store. They go to church with him and their children grow up together in the same school. Their interests are identical.

Let's practice more of the golden rule and not do others before they do you.

East Clackamas Supply Co.

Your Satisfaction is Our Success

The Rev. J. F. Dunlop spent Monday in Portland.

Mr. and Mrs. H. C. Stephens motored to Portland, Wednesday.

The Clackamas County Fair, October 1, 2, 3 and 4, is destined to be the best one ever. Plan to come with all the family.

C. H. Bossett of Milwaukee, has been an Estacada visitor for two or three days.

W. H. Holder was one of the lucky ones to draw a ticket for a seat in the Auditorium, Monday evening. He was much impressed, with the appearance, manner and evident sincerity of the president.

Clackamas County Fair will be held at Camby, Oct. 1, 2, 3 and 4.

We regret to hear that Mrs. Ed Bates' condition continues serious.

We are informed that Burt Page and Miss Nina Taylor were married in Portland last week, but details are lacking.

Want and For Sale Column
5 cents per line. Cash in advance

See Victor Domm for Primus Separators all sizes. Eagle Creek Falls. 10-24-19

FOR SALE—Italian Prune trees, one old, extra fine. 9-11 10-1 O. W. Failing, Estacada, Rt. 1.

FOR SALE—Two young, good cows, fresh last spring, also one five months old calf. Phone or inquire of Frank Elliott, 9-11-18 Estacada, Rt. 1

FOR SALE—Steel range, heater, good oak dining table and chairs to match, rockers, fruit jars, 2 iron beds, child's high chair and iron bed. 10-11 11 Bert H. Finch.

TRUCK HAULING—By the day or ton, any time, any where. Leave orders or phone me at Estacada Garage. Cal Farrar, 9-11 10-2

WANTED—15 or 20 good thrifty shoats weighing between 60 and 80 lbs., scrubs not wanted. Address W. P. Kirchem, Oregon City, Route 2. 9-25

BEES FOR SALE—Any number of colonies up to fifty, well supplied with honey for the coming winter. Joel B. Bowman, 9 18 25 Estacada, Ore. 4

FOR SALE—Sweet corn for canning. J. W. Moxley, Morrow Station. It

WANTED—A good horse, to weigh about 1300 lbs. Tom Watson, Rt. 3' Estacada. 9-18-25

WANTED—A buck sheep, either Shropshire or Hampshire. Let me know what you have. Chas. Kaufman, Bissell, Or. 2t

FOR SALE About 100 bushels of oats and vetch seed 5 cts. per lb. also 2 cows coming fresh in a month. O. N. Orke, 9 18 25 Eagle Creek, Ore.

FOR SALE Winter vetch and rye seed. W. K. Corbin, Rt. 1 9 18 25

FOR SALE Berkshire brood sow, had three litters and is in fine shape. L. N. Spencer, Rt. 2

LOST A pair of boy's corduroy pants, between Estacada and Clear Creek mill. Leave at this office please. Reward. 9 18

Watch next week's paper for "The Unkonkerabul Karnival."

Poultry fanciers ought to be interested in the exhibit at the Clackamas County Fair, as the best birds in the county will be there. A number of attractive special prizes will be given to the winners.



LEADS IN SALES

of Electrically Equipped Automobiles

We are agents for the—

Fairbanks Morse Type "Z" Farm Engine

We are now prepared to handle any kind of work, brazing or battery, in connection with our repair shop, as our new man, Mr. J. C. Valentine, is a specialist in these lines. Positively all work guaranteed and if not satisfactory, will make it right at our own expense. Come in and give us a trial.

Fresh stock of—

U. S. AND GOODYEAR TIRES ALWAYS ON HAND AT THE RIGHT PRICES

CASCADE GARAGE ROY WILCOX, Proprietor

Our Motto is: SERVICE

Fire Proof Garage Protects Your Cars