

COMMUNITY WELFARE OF INTEREST TO EVERY CITIZEN

MANY DIRECT BENEFITS RESULT FROM HOME PATRONAGE.

"LOOK FIRST—BUY AFTERWARDS."

By David Powell.
(Copyrighted 1914)

"Buy at home and we'll all grow." is a pretty good motto for every man of every town to have pasted in his hat.

It is possible that the person who sends his money away from home does not stop to consider what effect his action may have upon the business conditions of his community and directly upon his own fortunes. It is a fact plainly evident and thoroughly demonstrated by the experience of any number of communities throughout the land, that not only farm values, but the price of farm products as well, depend largely upon the proximity of a good market.

If the residents of the country tributary to small cities insist on buying their supplies from out-of-town houses and traveling agents, the community is deprived of business that legitimately belongs to it. The money thus spent is lost to that particular locality as a circulating medium and with the resultant decline of business begins the inevitable decline of community welfare and community values. When you decrease the business and population of your home town and surrounding country, your own home in turn will be bound to suffer depreciation. Any policy which has a tendency to injure your neighbor will in time react, and you will have to bear your share of the damage.

It is a sound economic principle to spend your money where you make it. Only in very rare cases is there any excuse for anyone sending away from the home town for goods; the local dealers are able to buy just the same goods as the city merchants at just as low prices, and if they do not happen to have the article called for in stock, can always get it for a customer on short notice.

Commenting on the death of the late Montgomery Ward, the well known president of the big mail-order house that recently opened a Pacific coast branch in Portland, the American Fair Trade Magazine says: "Mr. Ward leaves a fortune of twenty million dollars in his own name, and a business of seventy-five millions a year, built up at the expense of the small towns and villages of this great country, and not a cent of it ever gets back to help build up the community from which it came."

"The situation is surely one of great significance. It seems that but to read a list of the country merchants who every year close their stores and abandon their businesses on account of the seductive influence the 'silent salesman' has gained in their communities, would be sufficient to establish beyond a doubt that every mail-order purchase by a citizen is a

direct and deadly blow at the prosperity of his own community. For practically every such commercial failure, a good home is disrupted and a sturdy, progressive family is scattered and lost to the community."

President Wilson has spoken on this general line more eloquently, perhaps, than anyone before him. He said:

"The vitality of America does not lie in New York, nor in Chicago nor in any other large city, no matter what its wealth or resources; it will not be sapped by anything that happens in St. Louis; neither will it be affected by a Galveston flood or a San Francisco earthquake. The vitality of America lies in the brains, the energies and the enterprise of the people throughout the land. There dwells the vital forces that are destined to make this the grandest country in Christendom. There is the wealth of America, and if America discourages locality—the community—the self contained town—she will kill the nation."

Suppose that everybody in your town and community were to send away from home and purchase all their supplies. In a few months the ultimate result would ensue—the closing of all the fine large stores in your town; a daily decrease in population; and an enormous shrinkage in real estate values. Once this condition were established, just think how proud you would be when your friends visited you to show them a lot of little "junk shops" with stocks which looked as if they had been placed on the shelves by a cyclone.

Keep the good stores in your town busy. Make them better by boosting for them and pushing for home trade all you can, and be proud of your town instead of ashamed of it. Anything you can possibly do to increase the volume of business done to your community is bound to react to your own individual benefit, because increased benefit, increased property values which in turn means larger tax returns, and the consequent benefits which follow in every progressive community.

Some people are of the prejudiced opinion that if they spend their money at home it simply goes to make one of the local merchants a little richer, and would have absolutely no other results. They think that all movements to encourage a spirit of loyalty to home institutions are based on the purely selfish interests of the merchants promoting the campaign, who want to gather all the money in sight for their own individual benefit.

They are unable to see that better business conditions in their town would in reality work just the other way. Once the word went abroad that there was a live home-trade town, progressive and up-to-date merchants from all over the country would soon seek locations there to share in the prosperity created by a loyal devotion to the spirit of home patronage; thus creating new competition which could only tend to lower rather than increase the profits of the merchants who started the ball rolling.

No, the merchants for the little towns and cities throughout the country are not robbers. They are just plain, every-day American citizens,

who, like the rest of us, want to make an honest competency and give and take a square deal from everybody.

The Case in a Nutshell.

In summing up the evidence which has been gathered and which has formed the basis of this series of articles, of which this is the last, it seems to the writer that five concise and potent reasons have been clearly established why it is profitable for the consumer to patronize their home merchants:

First—Considering quality, transportation charges, service and terms, home prices are as low, or lower, than catalogue prices; statements by such concerns to the contrary notwithstanding.

Second—Home merchants are in a position to, and do, render incomparably better service than distant houses. In buying from a home merchant one may see the goods in person; discuss the merits of the article and prices; readily exchange them if unsatisfactory; and have other privileges that are not accorded by the mail-order houses.

Third—By the very nature of things one may rely upon home merchants more than upon distant concerns. This is because the home merchant meets his patron face to face and HAS TO MAKE GOOD.

Fourth—The home merchant is in a position to extend credit accommodations to his customers and is generous and courteous in doing so. This the mail-order houses absolutely refuse to do under any circumstances. In this country where men and money are both busy, this matter of credit accommodation means much. The home merchant is the customer's best friend when he is in need; he is at least entitled to a square deal when one has cash to spend.

Fifth—The interests of the country people and the merchants are identical, and self-interest on the part of the consumer demands that he patronize home institutions.

FOR SALE—Cheap seed, clean, with a little vetch and winter oats mixed in it, \$19 a ton at my place on the Tangent road, or \$20 delivered. C. B. Seitzmeier, phone 60413, Tangent, Or. 35 dly wcky ti

Auction Sale

Furniture, Saturday, Jan 9 at 134 W. 2nd, beginning at 2:30 p. m. sharp, the furniture of Anthony Wolfe which has been moved for convenience of sale to our sales room, comprising the following: 1 6-foot dining room table with 6 chairs to match; 2 rocking chairs, 2 beds, springs and mattresses, 1 extra spring, 2 dressers, 1 commode, 1 heater, 1 sewing machine, 1 range, 1 kitchen cabinet, 1 cupboard, 1 drop leaf table, looking glass, dishes, cooking utensils, and other articles too numerous to mention.

Goods on display Friday. Everything will be sold, so don't miss this sale.

Sudtelt Furniture & Storage Co.

Ben. T. Sudtelt, Auctioneer

Mr. and Mrs. J. M. Wiley, of Lebanon, passed through Albany this morning on their way to Portland where they will visit for a few days. E. C. Roberts, of Lebanon, was in town this morning returning home from Salem.

John W. Shaw went to Mill City this morning on business. Ed Cusick went to Portland yesterday afternoon.

E. H. Ehler, of Lebanon, stopped off in Albany this morning before taking the train to Portland.

Indian Motorcycles,
Bicycles, Repairing
BALTIMORE GUN &
BICYCLE WORKS

The Albany Bakery
We Deliver to Any Part of the City
115-119 E. 3rd Street
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H. J. FIRCHAU CO.

REPORT OF THE CONDITION of the

J. W. CUSICK & CO., Bankers
At Albany, in the State of Oregon,
at the

close of business, December 31, 1914.

Resources.
Loans and discounts \$271,287.86
Overdrafts secured and unsecured 1,429.09
Bonds and warrants 21,129.16
Stocks and other securities 3,300.00
Banking house 9,000.00
Furniture and fixtures 3,420.59
Other real estate owned (not reserve banks) 2,031.56
Due from approved reserve banks 8,219.36
Checks and other cash items 1,488.16
Cash on hand 30,291.98
Other resources 116.00
Total \$413,033.47

Liabilities.
Capital stock paid in \$75,000.00
Surplus fund 15,000.00
Undivided profits, less expenses and taxes paid 3,092.97
Due to banks and bankers 10,060.79
Individual deposits subject to check 232,833.07
Demand certificates of deposit 6,512.21
Certified checks 3,413.70
Cashier checks outstanding 171.70
Time certificates of deposit 44,162.10
Savings deposits 22,766.93
Total \$413,033.47

State of Oregon,)
County of Linn,)
I, H. B. Cusick, cashier of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.

H. B. CUSICK,
Cashier.

Subscribed and sworn to before me this 5th day of Jan., 1915.

Notary Public.
DAN JOHNSTON.

CORRECT—Attest:
E. D. CUSICK,
C. H. CUSICK,
Directors.

Found Conscious The Sample Store With a Conscience

Have you ever heard of one. Our prices will convince you that we are conscientious

MEN'S SHOES

Have a lot of men's dress and work shoes. Light or heavy weight, also some plain toes. These are good bargains as they are broken lots of \$4.50 lines. While they last

\$2.95

LADIES' SHOES

Button or lace, gunmetal or kid. These shoes surpass anything ever offered to you for quality, style and last. While they last at

\$1.85

RUBBER BOOTS

Men's Rubber Boots, first grade \$5.00 values

\$3.45

Men's Hip Boots, first grade \$7.25 values

\$5.50

BOYS' SHOES

Shoes in gunmetal and box calf leather, \$2.00 and \$2.50 values

\$1.39 to \$1.89

EXTRAS FOR MEN

50c Ties only 35c
25c Ties only 15c
25c Wool sock 19c
35c Wool sock 25c
\$1.50 Wool shirts 98c
\$1.50 Dress Shirts 98c
85c Men's Overalls 69c
50c Boys' Overalls 39c
15 Canvas Gloves 10c
\$1.50 Union Suits 98c
15c Sox 4 pairs 25c
Linen handkerchiefs 3 for 25c
75c Undewear 45c
60 Work Shirts 45c

FELT SLIPPERS

Ladies, these fir trimmed slippers are the best good oak soles, \$1.25 values, only

89c

MEN'S RUBBERIZED RAINCOATS
Absolutely waterproof, well made, \$9.00 values

\$5.50

MEN'S ALL WOOL MACKINAW
Norfolk styles, made strictly of first class material, \$7.50 values

\$5.85

Our rubber prices are the lowest

C. J. Breier Co.

109 West First St.

Our Store Will Be Closed Friday

On account of the big January Clearing Sale on Men's and Boys' Clothing and Furnishing Goods

Sale Starts Saturday, 9 o'Clock A. M.

STEIN & NEWMAN