

**ADVERTISING TALKS**

(Continued from Page 1)

was made at one of the educational sessions.

No one, whether his business be big or little, whether he is prospering or just struggling, can read what Mr. Andersen says without getting some information that he can profitably apply to his business—enough to more than pay for the time de-

**SKAGGS Market**

INVARIABLY SUGGESTS THE BEST QUALITY MEATS

You get what you want and want what you get

Leg of Veal Roast, lb.	23c
Shoulder Veal Roast, lb.	22c
Pot Roast, lb.	13c
Boiling Beef, lb.	10c
Leg Pork Roast, lb.	28c
Shoulder Pork Roast, lb.	22c
Pork Hocks, lb.	13c
Premium Hams, lb.	35c
Lean Bacon, lb.	35c
Boneless Ham, lb.	30c

Variety Quality Service

Step in and see the new stock of diamond rings from \$25.00 to \$100 at Kullander's Jewelry store. Sold on payment plan.

Treatment for **FALLING HAIR AND DANDRUFF**—“Nuff Said”—

N. Soden Rose Barber Shop

**T. J. EDWARDS** (Insured Carrier) **Portland to Vernonia and Way Points**

**VERNONIA OFFICE**  
A. W. Whitaker, “The Cozy” —Telephone 673—  
**PORTLAND OFFICE**  
Auto Freight Terminal  
E. Water and Yamhill Sts. East 8226  
912 Division Street —Phone, Sellwood 1185—

WANTED—Old cotton rags at the Eagle office. must be clean. cash paid. 40-c

voted to the reading. After telling the history of his business and how it grew to its present volume, he expressed the firm belief that the same degree of success can be reached by any man who will employ the methods which mark the work of successful men. He told of his methods at greater length than present space permits, from which the following is selected:

**Buying Right and Selling Right.**  
We buy goods only from reliable jobbers and manufacturers, who have the name of giving you your money's worth. There are jobbers here in St. Louis with whom we have done business for many years and are doing business with today. And there are equally reliable jobbers in other cities. Don't take a chance thinking that your judgement is better than theirs, and that you will buy from men just for a price. When you get the merchandise often it is not what you ordered. I have found in my business that you get just what you pay for; by that, I mean if you are dealing with reliable goods and in turn pass it to your trade.

We made a recent investigation in our country and community as to whether the people would rather have us sell for strictly cash or 30 days. Here is the way we did it: We mailed a letter with a card addressed to us, which read in part, “Shall we sell for strictly cash? Shall we sell for 30 days? Shall we remain open after six o'clock in the summer?” and other suggestions. Here is the result: Thirty per cent voted strictly cash; 70 per cent voted 30 days and 98 per cent voted to close our store at six o'clock. This was in May of this year, and up to date not a person has found a fault with the change. If they do say anything, we simply tell them the people wanted it and should have what they want. We have, for these many years, carried people for six months to a year, but now we are getting almost cash and see how easy it is.

**Overcoming Competition.**  
We live 50 miles from a city of 7,000, 18 miles from a city twice as large as ours, and 12 miles from another one of 1,800 and, as you know ours is only a small city of 1,300. So you can see that, in order to build up a business as we have, we had to advertise. It is true we are sold on advertising. If I were starting into business today, for a time, at least, I would spend five per cent for advertising. Men, we might just as well face the conditions as they are and unless you and I wake up to these facts and get into the game, we will all be doomed, and that before very long.

Did you know that last year was one of the largest years in the history of one great mail order house? This year's profits were over \$8,000,000. They say the reason for this is they spent more money for advertising. I believe the fault that so many people are spending their money away from home can be laid at the door of the small merchant; either he will not handle what the people want, or it is too much trouble for him to advertise, calling the attention of the people to the advantage of buying at home. Merchants should not only advertise in the newspapers but they should also write letters to the trade, calling attention to the many things the merchant is doing

to help make the community a better place in which to live.

Any merchant can have a business or he cannot, just whatever he wants no matter where he lives. It is no trouble for a farmer to jump in his car, drive 50 to 100 miles and be back before supper, spend the money that should have gone to the home merchant and would have gone to him, had the merchant been alive and advertised.

**Take Stock of Yourself.**  
If you are doing business as you did five years ago, you are slipping; and if you are slipping, you had better get into the game and make a fight for the business that rightfully belongs to you. Keep right after it until you have won.

Keep your windows trimmed and hooked up with all advertising.

Change them once a week.

Have the good will of all.

Take a leading part in all local and community affairs.

See that all roads and highways leading to your city are well kept.

Write your ads the same as if you were talking to the people.

Do not knock other merchants or business, but boost them.

Go to all community meetings you can; try to help in some way of furnishing them with free coffee or other drinks.

Advertise your churches, your chautauqua, your boy scouts, your commercial club, your fair association or any other thing that goes to build your country or town.

I am just going to make a statement, but please do not take me up: If you will give me just two months in your store and just a little money I will increase your sales from 10 to 15 per cent, and the cost will not be over two per cent of your gross sales. Do you know that it just makes me tired to hear some merchant say, “It can't be done.” When, in reality, the opportunity is waiting for him.

Have any of you ever held a ‘one cent sale?’ We have and it is very good. Just copy after the Rexall stores. Most of you have had ‘dollar sales’ and found that they are good to work off some old stock.

**Have Big Supply Advertised**

Don't advertise unless you have the goods and plenty of it. If you advertise that you are going to sell a Turkish towel, 20 by 40, have it and plenty of them. If you advertise to sell a sack of flour for \$1.00, have it and sell it at that price. If you advertise a \$5.00 suit of clothes for \$2.95, have it and sell it just that way.

Here is another good thing: In the early spring, have your wife and your helpers as well, dress up in new gingham dresses and serve tea some afternoon, and you will be surprised the dresses you will sell.

Did any of you ever put on a free picture show and invite the whole country to be your guests? All they had to do was call for the ticket at your store. They are not asked to purchase one thing, and, don't you know, it only cost us \$25 and I am quite sure we made that up in one day by the extra people who would come into our store.

We always have a clearing sale at the end of each season. This is a fine way to work off the end of the season's merchandise.

If you do not love the business you are in, get out of it. Give someone else a chance, for no man can

succeed unless he loves his business. If you are losing sales, whip up, find out what is wrong, spend a little on advertising. Write a personal letter call them up, find out what they want and tell them about the new things that you have. And if you do not have what they want, get it for them and you will be surprised the effect it will have.

Did any of you gentlemen ever hold a one-day cracker sale? you can make a big hit if you will just work it right. We sold, in one day 160 cans of crackers. With the crackers we served coffee, and as that day happened to be cold, it surely was a success, and the cost was \$4.95 and the advertising we got. Very often, in the summer months, we serve ice-cold lemonade all they want to drink, and the expense is little.

**Advice to Worried Merchant.**

Just the other day I received a letter from a merchant in Kentucky saying that he had been in business for 15 years, and that he was doing just about as much business now as he did when he first started, and he wanted to know how to increase his sales. I just took his letter and wrote across it, “Start to advertise”

Last year it cost me one and one-half per cent for all our advertising I would say even had it cost us three per cent, it would not have been too much.

We have the best tri-weekly newspaper in the best town in the state of Nebraska. The editor knows how to get up the ads and make them look good. Men, when advertising, never run the same ad more than once. You might just as well throw your money in the well, it will do just as much good. Copy after the big store in advertising, they are experts at the business and so have wonderfully pulling ads.

We sell everything with a guarantee, no matter what it is, whether it be wooden shoes or silk hose. A merchant will not get very far in these fall towns unless he stands back of his merchandise that he sells. While we must handle cheaper goods



...still C-T-C sales mount upward!

FROM Los Angeles, Salt Lake, Spokane, Seattle, Tacoma, Portland, San Francisco . . . everywhere in the West . . . come reports of increasing C-T-C sales!

In 1924, the number of retail dealers selling C-T-C's, made a tremendous increase—120 per cent gain over 1923.

And still C-T-C sales mount upward! It looks as though unquestionably 1925 sales will at least double those of 1924!

The reason? Engineers behind C-T-C are keeping their promise!

They came West from Akron, where they held high executive positions, to build even a better tire in the West. Motorist say they have done it.

We shall be glad to give you expert information about your tires, and—if you need them—put on C-T-C's—either balloons, semi-balloons, heavy-duty cords or oversize cords!

“Quality will never be sacrificed to meet a price”  
Robert Wenzelburg  
President  
Columbia Tire Corporation

**Gilby Motor Co.**

VERNONIA

**CTC CORDS**  
Built-by-hand

Heavy-Duty Passenger—Full Balloon  
Semi-Balloon—Heavy-Duty Commercial  
{ A C-T-C Tube adds mileage to almost any casing }

yet we have very little trouble in making things good. Always let the customer feel that he should have his own way.

**How and When to Fight.**

Are any of you merchants having trouble with the grocery peddler in the spring and summer months, traveling about the country taking orders from the farmers? We had quite a little of this going on in past years, but in the last few years we hear nothing of them. Here is what we did: Whenever these gentlemen come into our country we advertise in the newspaper, we get out a special letter or bulletins, telling the farmers that we will meet any and all so-called grocery peddlers and mail order house prices. We make special prices on the items that they work the hardest, which you all know are extracts, coffee, spices and tea. It will drive your peddler out of the country quicker than anything else. Just try it and see.

Are you availing yourself of the many opportunities that you have in helping make your country and city what it should be? We boost and help the farm bureau. Many times, and always when there is a farm sale, we advertise it. We help the farmers build elevators. We believe and know that what is good for the farmer is good for the merchant. If you will do this, you will be surprised at the lasting effect it will have and the good feeling it makes with the farmers. After all, gentlemen, a merchant is a mighty small man if he does not work and help make the man who trades with him. Did any of you ever boost the Farmers' grange? We have, and have gone so far as to give them free use of our hall for feasting and, today, there is not and never has been a farmers' store in our little city—and the grange has long been dead.

We have people who come to buy from us who live in towns many times larger than ours, and they tell us the reason is that they have got a letter from us telling them of what we have. We reach about 8,000 people twice a month with direct mail gotten up and printed, and three times a week with the newspaper, always giving them something new.

Did you ever advertise that you would give anyone \$5. for his old suit of clothes? We have, and it is a wonderfully good way to sell a man a new suit of clothes, and with it you can make a lot of noise. Here is the way we did it. We advertised that we would give any man \$5 for his old suit, no matter how old it was, in exchange for a new one, giving him credit for the \$5 on the suit purchased with the understanding that, on Christmas morning, we would give their suits to the poor of the city, and in case we had too

many for the poor of Cozad, we would send them to the Salvation Army in Omaha. Don't you know that we had people who would bring in their old suits and buy a new one, just to help some poor fellow to have a merry Christmas.

**VERNONIA**  
Population, 2000.  
High School and Standard Grade School.  
Pay Roll City—Mills, Logging, Farming, Dairying, Fruit, Vegetables P. A. & P. Ry. Town growing fast.  
On Inland Loop Highway Between Portland and Astoria.  
A Large Territory to Draw From.  
49 Miles From Portland, 35 Miles From Forest Grove, 27 Miles From St. Helens.  
Many Opportunities in Vernonia.  
Best Hunting, Trapping and Fishing in the Northwest.  
An Industrial Center.

**NOTICE**  
It is a violation of the Game Laws for a party to pick up or have in his possession a live deer of any kind. This does not apply to ones having deer in their possession now by permit. Wm. BROWN, Game Warden.

**LONGVIEW MENTIONS DRIVE TO VERNONIA**

In a last week's Longview Daily News, appeared a column article describing a drive to Vernonia, with a picture of Bridge street. From the article we print the following lines:

“And finally, 20 miles in from St. Helens, begins a gradual descent to the floor of the wide valley where lies Vernonia. This valley has every appearance of an old settled country—the fences are moss grown, and the homes have a look of age and use. Four and a half miles before Vernonia is reached, a whole bevy of sign boards marks the cross roads. The road to Vernonia is straight ahead across a bridge of the Nehalem river; the road to the right, bearing a sign board reading ‘Mist’ is the route to Clatskanie.

Vernonia is the location of the big mills of the Oregon American Lumber company. It is a town of between 2,500 and 3,000 inhabitants. In addition to the big mill, there are five small mills and two shingle mills in the vicinity. The mill, members of the party were informed, employs about 700 men, and averages 250,000 feet cut per eight-hour shift. The United Railways, a branch of Spokane, Portland and Stattle, reaches Vernonia by way of Portland, and all the lumber from the mill goes out by rail. The town has all modern conveniences.”

Mrs. Wm. Walker of Banks was in town the first of the week visiting with her children.

**MEN**

Our Store is Full of Bright, New Summer Things in Tempting Arrap

Dress for Warm Weather Now

Here is a home store with Goods as good and as new as the city stores—only lower prices. Keep the Money in Vernonia. Shirts of the latest, neckwear that's stylish and collars to match. Oxfordes and Shoes for Men, Boys', Women and Girls. Large stock of Straw Hats, Wide Belts, Kerchiefs.

A complete Store of Men's Goods

Work Clothes and Dress Clothes

Petersen's Popular Prices

A. W. PETERSEN

Across from Theatre

Second and Bridge street



Performance tells the story: Quick Starting Shell Gasoline starts quick.

SHELL COMPANY OF CALIFORNIA

Quick Starting Quality originated by SHELL maintained by SHELL sold everywhere by SHELL

CALL AT THE SQUARE DEAL GARAGE

“Service Is Our Motto”