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\$150, \$200.
Edison Amberola's \$30, \$45, \$60, \$80, \$200.
Complete stock of Edison and Victor Records
Machines sold on easy payments.



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Dealers in

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Scott's Grocery

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FLOUR, FEED, HAY AND GRAIN.

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It is our endeavor to dress you with

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eventually worn out or discarded you will return for "another
as good as this one was."

The Emporium

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Olympia Wine & Liquor Co.

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New Fixtures
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Mens Suits and Over-
coats \$10 to \$45

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IN DESIRABLE CITY
RESIDENCE PROPERTY**

A beautiful, well-built, modern
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place, large bevel-plated mirrors,
built-in bookcases, built-in cup-
board, very fine pantry with draw-
ers, shelves and cupboards, with
two nice lots on which are beauti-
ful shrubbery, fruit, garden, etc.
Only \$2,200. Terms. See

G. H. UHLER, 502 Main St.

MONEY TO LOAN

A. E. CAGWIN
423 Main St. Olympia, Wash.

A SQUARE DEAL PROPOSITION

FROM THE PROGRESSIVE BUSINESS INTERESTS OF OLYMPIA TO THE CON-
SUMING PUBLIC, GREETING:

Knowing there is much merchandise purchased from out-of-
town concerns under the honest though generally mistaken im-
pression that it can be bought from such houses cheaper than from
our home merchants, we have arranged to have Mr. David Powell
tell you in a series of stories how the people of many communities in
the Central West came to see the fallacy of this widely prevalent be-
lief.

Knowing our lines and our ability to meet competition if but
given the opportunity, we earnestly urge every open-minded con-
sumer to give careful consideration to the facts Mr. Powell will pre-
sent in these articles, which will appear in The Washington Stan-
dard beginning August 14. It will mean dollars and cents for you
and a bigger, better and more beautiful city for all of us to live in
or near.

Sincerely yours,

J. E. KELLEY,
HARRIS DRY GOODS CO.
PAUL H. NEUFFER, Jeweler.
C. NOMMENSEN,
REDER & PHILLIPS,
P. J. O'BRIEN.

E. E. TAYLOR & CO.,
BETTMAN'S,
BUCKEYE EXTRACT CO.,
THORNBURG MERCANTILE CO.,
WARD'S SHOE STORES,
VAN ARSDALE HARDWARE CO.

WATCH FOR THESE ARTICLES EACH WEEK

**CATALOG CONCERNS USE
CLEVER SELLING SCHEMES**

REALLY SELL MANY ARTICLES
AT, OR BELOW COST.

Adroit Use Made of the Hundred-
Pound Minimum Freight
Package.

By David Powell.

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served.)

A fact that in most cases is ignored
by the mail-order buyer when com-
paring prices quoted in the catalog
with the prices charged by his home
merchant, is the very important one
of transportation charges. The cata-
log house says, "Here it is, come and
get it", and your local merchant says
"I have been to the expense of bring-
ing it here so that you can inspect it
before buying, and have included that
in the price to you."

There has been no way yet devised
to evade transportation charges and
the consumer is always the man that
pays it, and it is right in this con-
nection that the catalog houses put
over their biggest-getting lemon. In
the explanation of how it is done will
be given an illustration of one of the
many ways they use to create the im-
pression that they sell cheaper than
regular retail merchants.

All classes of merchants through-
out the country, big, little, honest
and dishonest, at different times put
on sale what are called "leaders"—
some article of common use at, or be-
low cost. This is a perfectly legiti-
mate practice and is followed by your
local dealer as well as by the catalog
houses and big department stores of
the large cities.

Its purpose of course is very evi-
dent. A merchant hopes by this
means to draw you to his store, be-
lieving that he can sell you enough
other articles at regular prices to
warrant the loss on his "leaders". If
you wish, you can step into your local
store and buy the leader and nothing
else, and really save some money at
the expense of the dealers advertis-
ing fund. But how does it work with
the mail-order concerns? It is a fact
well known and admitted by every
student of the subject that in the cata-
logs of a few of the larger concerns
doing an exclusive mail-order busi-
ness are many articles priced less
than your local dealer could buy them
direct from the factory.

These, of course, are "leaders."
If you care to take the trouble to run
through one of their catalogs and
pick out these articles, you will be
very forcibly struck with several sig-
nificant facts. First you will note
that they are all articles of general
use or consumption in practically ev-
ery home in the land. Next, that
they are articles of staple standard
price carried by every store in the
country; prices with which every far-
mer and housewife are perfectly fam-
iliar. And further, that such arti-
cles are always of small value and
small weight, very rarely exceeding
fifty cents in value and weighing but
a few ounces.

Here is where the catalog houses
have undoubtedly the best of the
regular merchant. You can not walk
into their store and pick out those
"leaders" and put them into your
buggy and drive home with them like
you can the sale snaps you can occa-
sionally pick up in your local stores.
You have to have them shipped to you
by either freight, express or post.

By an easy mental computation it

is at once apparent that the charges
for shipping by any of these means,
added to the catalog price, would
make the article cost much more
when it reached you than would be
charged by one of your home mer-
chants. Here is the "nigger in the
wood-pile". They well know that
for the thrifty housewife or farmer
to really benefit by the low price of
their "leaders", they must have them
shipped with enough other goods to
make up a minimum freight package
—one hundred pounds—, knowing
that the bulk of such orders, in most
cases, would be composed of what is
known to the trade as "blind stock."
Goods that the general public know
little about either as to quality or
price.

Overbuying—Its Attendant Evils.

Merchants throughout the country
affected by mail-order competition
seem to be of the same general opin-
ion as to its greatest evil; the abnor-
mal development of that trait of hu-
man nature that prompts us to buy
something we really don't want and
have no particular use for.

"Overbuying," they say, "is the vice
that goes with the mail-order cata-
log. Go into any home that draws its
supplies from that source and you
will find goods that the family does
not need, and never would have
bought from a local merchant. In
many cases these unneeded goods—
these freak purchases—amount to a
surprisingly large percentage of the
total family outlay. If the catalog
houses were suddenly cut out of this
class of sales dividends would un-
doubtedly suffer a decided shrinkage."
"These buyers see something allur-
ingly described in a catalog and be-
come fascinated by it. The 'silent
salesman in the house' keeps on teas-
ing them with it until they find some
excuse to justify their purchase of the
coveted article. These utterly unjus-
tified whim sales amount to millions
of dollars a year.

"With some women freak buying
becomes a passion. They make ab-
surdly foolish purchases from mail-
order houses that they would not
dream of making from their home
dealer. How to account for it? Sim-
ply the psychological effect of the cat-
alog perhaps. Anyhow this matter of
freak buying, of overbuying, is so uni-
versal that not one catalog buyer in
a thousand is wholly exempt from it.
The mail-order catalog which so loud-
ly proclaims itself an apostle of pru-
dence, is in fact a most subtle and
pernicious agent of household extra-
vagance."

**Unscrupulous Methods Used by Farm
to Farm Salesmen.**

Still another class of so-called mer-
chants who profit by the general ig-
norance on the part of the public as
to true values, is the farm to farm
salesman who represents himself to be
connected with some wholesale
grocery house in a distant city. These
chaps are most always "single trip-
pers," representing some firm of ab-
solutely no responsibility and whom
under no circumstances, will ever
cover the same territory twice.

The bait they use is to quote ex-
ceptionally low prices on two or three
staple articles, such as sugar, coffee
or tobacco; prices that they know are
away under the local merchant. The
thrifty farmer is at once interested in
such prices, and imagines he is doing
a fine stroke of business in ordering
enough of these staples to last him a
year. He feels so good about it that
it is quite easy for the salesman to
load up the order with a large quan-

tity of low grade tea, rice, beans,
spices, molasses, etc., an inferior lot
of stuff that his home merchant
wouldn't dare sell him under any cir-
cumstances.

When the shipment is delivered the
buyer will invariably find that those
staple articles, upon which he believed
he was making a saving, have been
omitted, and a notation made on the
bill to the effect that on account of
mill troubles or something else it
would be impossible just at present
to ship them. The other stuff would
all be there however, and he will have
to accept it unless he has been wise
enough to write over the face of the
order before signing it that unless the
entire order is shipped within a cer-
tain time it shall be considered can-
celled. Such orders are of course
never shipped. They are considered
"dead business."

A Business Proposition.

When your home merchant asks for
your patronage his appeal is based
solely on the grounds of dollars, qual-
ity and service. He believes it means
as much to you as it does to him in
those terms to give him the opportu-
nity to offer for your comparison his
prices and quality before sending your
order away from home.

Every up-to-date merchant now
keeps from two to half a dozen mail-
order catalogs in his store for the
use of such of his customers as may
wish to use them in making compar-
isons. The merchant knows he is tak-
ing no chances; he knows what he
can do, and all he asks is a square
deal. He knows that quality and
terms considered he can sell goods
just as cheap, and in many cases
cheaper, than the catalog and city
stores, excepting of course such ar-
ticles as those houses put out as
"leaders."

The next time you contemplate
sending to the city or ordering a bill
of goods from a catalog house, make
out your order as usual, but before
buying your money order, take it to
one of your local merchants and let
him figure with you on the entire or-
der. In a spirit of fairness suppose
you try that just once. If he can't
save you any money you will at least
have shown him your heart is in the
right place.

PARCEL POST PRACTICAL

Tests Show it Brings Producer and
Consumer Closer.

WASHINGTON, September 4.—
The practicability of the parcel post
as a medium of direct exchange be-
tween city dwellers and producers on
the farms has been established by a
test in ten cities, the postoffice de-
partment announced this week.

Postmasters' reports stated the
new system had been welcomed in
nearly all the communities, that it
appeared as a factor in reducing the
cost of living, and that improvements
under way assured its growth. Dam-
age to parcels in shipment amounted
to less than one-tenth of 1 per cent,
it was said, and that was mainly due
to inefficient packing.

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that
keeps the
Doctor
away

**STRONG and
clean—it will
keep your house and
barn sweet and sani-
tary.**

It means clean drain
pipes. Unseen filth and
danger leave wherever
it is sprinkled.

10c "Highest in strength,
but not in price"

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the many uses of B. T.
Babbitt's Lye.

Valuable presents in ex-
change for Can Labels. Ask
for our free Premium Catalog
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