

Trader

Brandon Valley

This Week's Inserts:
Sunshine Foods
Lewis Drug Store

PRST-STD
US POSTAGE
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57005

Postal
Customer

Tuesday, July 28, 2020

Reaching 6,650 Mailboxes Weekly!

Volume 3 Issue 43

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August 6 - 8, 2020

Listings & map online at
GarretsonGazette.com/Garretson-Rummage



Indian Motorcycle

STK# 152788 MSRP \$13,499
2019 Indian Motorcycle FTR 1200
Thunder Black - SALE \$9,999

STK# 155227 MSRP \$16,999
2019 Indian Motorcycle FTR 1200
S Race Replica Red/White - SALE \$13,999

STK# 378712 MSRP \$22,099
2019 Indian Motorcycle Springfield
Steel Gray / Burgundy Metallic - Value Price \$17,999

STK# 375413 MSRP \$27,499
2019 Indian Motorcycle Chieftain Limited
Dark Walnut - Closeout Price \$21,999

STK# 380183 MSRP \$27,499
2019 Indian Motorcycle Chieftain Classic
Thunder Black / Ivory Cream - Closeout Price \$21,999

STK# 380637 MSRP \$30,999
2019 Indian Motorcycle Roadmaster
Pearl White / Star Silver - SALE \$24,999

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WE'RE HAVING A PARTY
and you're invited

Monday, Aug. 3 - Friday, Aug. 7 • 8am - 5pm

Stop by or call us at the BV Journal this week & pluck a candle from the cake to receive a discount (10-30% off) on your Journal subscription! In respect of COVID-19, we are offering the special through call-in and in-office.

Subscribe-or-renew in print -and- receive online access for FREE!

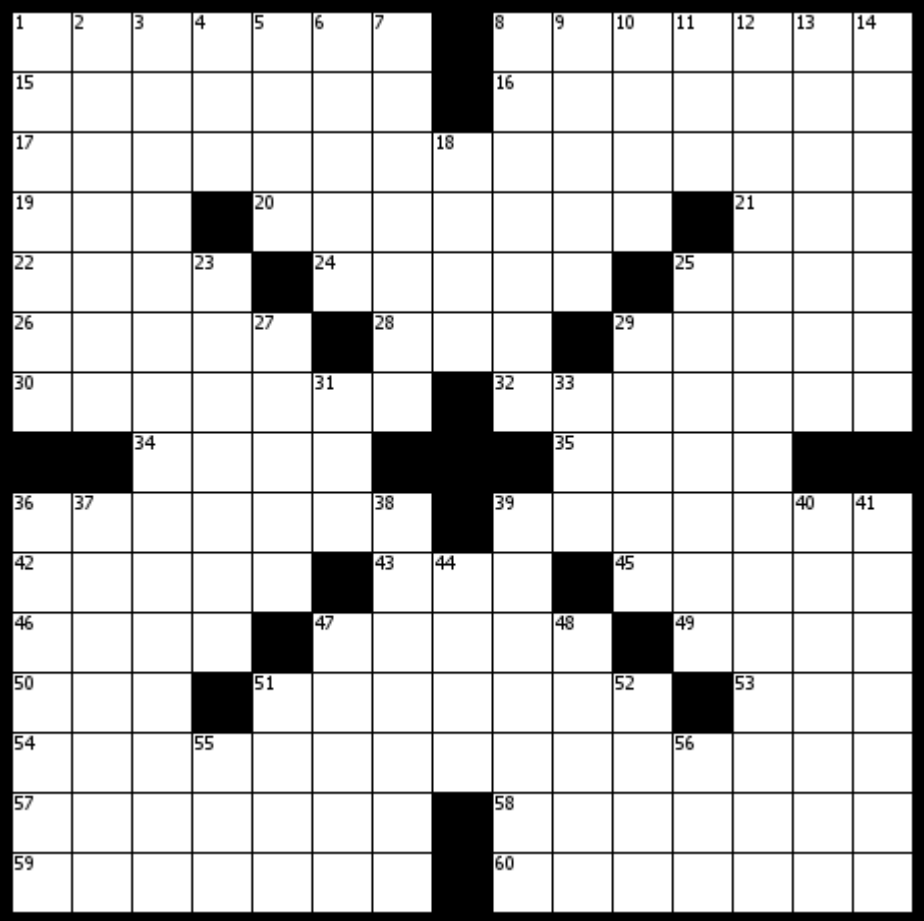
Register for prize drawings at *BV Journal*. Prize winners will be announced in the August 11th *BV Trader* & August 12th *BV Journal*.

BRANDON VALLEY Journal

1404 E Cedar St. • 582-9999 • brandonvalleyjournal.com



CROSSWORD PUZZLE



- Across
1. Keen & Co., e.g.

8. Rose

15. Important guest

16. Like Nadia Comaneci

17. They may be taken seriously

19. "Love Story" composer

20. Coup victim of '67

21. Vanderbilt acquisitions: Abbr.

22. Env. contents

24. Vincent successor

25. Giovanni Dandolo was one

26. Societal breakdown

28. "Arabian Nights" menace

29. Caged tiger, perhaps

30. Lowers

32. Superlatively peppy

34. Bullfighting maneuver

35. Brace

36. Spenser subjects

39. Scorsese subject

42. Finicky one, maybe

43. Period

45. Like leaves

46. Saudi provincial leader

47. Stiff collars

49. One-channel

50. English ____

51. Writing names

53. Drug-stds. publication

54. Flighty fellow

57. Entangle

58. Balloon car

59. Crows' homes

60. Flirtatious glance
- Down
1. Something to get out

2. Steve Martin film of '87

3. Monopolistic

4. NT book

5. Start of a Cockney toast

6. Mythical twin

7. Quidditch players

8. Some brothers

9. Name of two Chinese dynasties

10. Playground retort

11. E. Lansing school

12. Didn't let sleeping dogs lie

13. Surfaces

14. Ambrosia, for one

18. Saint-__ (French port)

23. Mudslinging pol

25. Pool-table spot, perhaps

27. Big name in Mideast history

29. Groom oneself

31. Eleanor Roosevelt, __ Roosevelt

33. One of the majors

36. Be healthy

37. "It's Too Late Now" autobiographer

38. Some Vonnegut novels

39. Action on the set

40. Not slack

41. Home addition

44. Fall guy

47. "École" attendee

48. "Who's Afraid of Virginia Woolf?" actor

51. Having the means

52. Vittorio De __

55. Sonny Rollins style

56. Breakfast partner

SUDOKU • EASY

			5		7			
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9				6			5	3
					9	1	8	
1	9			3				
	5	4	8				9	6
		6	9			3		



I SPY WITH MY LITTLE EYE

A GREAT OPPORTUNITY TO GROW YOUR BUSINESS.

Delivered to 6,650 mailboxes in the Brandon Valley School District, which includes Valley Springs and Brandon, the **Brandon Valley Trader** is a great way to get the word out about your business, service, sale or event!

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Coming in tomorrow's

BRANDON VALLEY

Journal



Bre and Mason Eichelberg are a perfect match, for more than one reason. Find out how this husband and wife are demonstrating the ultimate act of giving in tomorrow's *Brandon Valley Journal*.

We'll also bring you updates on plans for the Brandon 90 Plaza and street reconstruction in the core part of town, along with the latest from the county commission, Lynx baseball scores, tips for beating the heat and a lot more.

Send us story ideas, photos, announcements (from births to weddings, milestone birthdays to milestone anniversaries), letters to the editor and advertising inquiries to editor@bvjournal.info or call 605-582-9999. And if you haven't subscribed yet – what are you waiting for? Call, stop by our office at 1404 E. Cedar St. between 8 a.m. and 5 p.m. Monday through Friday, or visit us online at brandonvalleyjournal.com.



Brandon Area Briefs

McHardy Movie Night this Friday

“Abominable” will be shown on the McHardy Movie Night big screen starting at dusk Friday, Aug. 7. Families are encouraged to bring blankets and chairs to enjoy a free movie under the stars at McHardy Park, with food vendors on site starting at 8 p.m.

The final McHardy Movie Night is Friday, Aug. 21, when “The Goonies” will be shown.

The event is an endeavor the City of Brandon, Brandon Valley Area Chamber of Commerce and sponsoring businesses.

Valley Springs Library grab & go hours expanded

The Valley Springs branch library has expanded its grab and go hours from 3-6 p.m. Tuesdays and 9 a.m.-12 noon Fridays. Curbside pickup continues to be offered during these same hours. For pickup

requests, call the library at 757-6264. Computer/printer use is not available at this time, but the library will provide copying and scanning services.

Brandon branch library hours extended

The Brandon branch library's grab and go hours have been extended from 9 a.m. to 7 p.m. Mondays, and 9 a.m. to 1 p.m. Tuesdays, Thursdays and Saturdays. Curbside pickup continues to be offered during these same hours. For pickup requests, call the library at 582-2390. Computer/printer use is off limits at this time, but the library does provide copying, scanning and faxing services.

July needs at the BAFP

July needs at the Brandon Area Food Pantry include pizza crust and sauce, Manwich, instant potatoes (boxed), refried

beans, taco shells, beef stew, pancake mix and syrup, breakfast and protein bars and instant oatmeal.

To ensure health and well-being, shoppers and donors are no longer allowed inside the Pantry building. Instead, an assortment of pre-bagged canned foods, proteins, and paper goods (based on the size of family), is being dispersed.

To make appointments for either pickups or donations, call 582-7001.

The BAFP is open from 4-6 p.m. Tuesdays and Thursdays and will maintain those hours until further notice.

The BAFP continues to accept used eye glasses and hearing aids on behalf of the Brandon Lions Club.

Current lawn watering restrictions

The city of Brandon is in stage 1 (green) of lawn watering restrictions.

The even/odd schedules allow users with even-numbered addresses to water on even-number calendar day; users with odd-numbered address are allowed to water on odd-numbered calendar dates.

Water restriction stages and other updates are posted on the city website and Facebook pages.

Next BBQ at Valley Springs Legion is Aug. 21

Put the Valley Springs American Legion's next BBQ on the calendar. Scheduled from 5-7 p.m. on Friday, Aug. 21, the menu includes grilled hot dogs and hamburgers, chips, calico beans, salads, drinks and condiments. A free will offering will be taken. Proceeds will go to the heating and cooling system debt. Safe practices are in place in the dining room and curbside pickup is also available.

10 REASONS NOT TO ADVERTISE

There are plenty of reasons **to not** advertise. Some of the top excuses for not engaging in an effective, consistent marketing campaign are simply – just excuses to avoid promoting your business. And if you're not advertising, you're missing out on the opportunity for increased traffic, increased sales and increased profits.

- 1.) **Everybody knows me. I don't need to advertise.** Really? There are new people moving to town every week, plus plenty of visitors. Just because you've been on the same corner since 1972 is meaningless to newcomers. A successful business reaches out to new customers on an ongoing basis. Without new customers, even long-established businesses eventually die.
- 2.) **I don't advertise. Word-of-mouth is all I need.** Word-of-mouth is one of the most ineffective forms of advertising there is. First of all, you can't control it. You don't know what's being said and to whom. Plus, word-of-mouth is usually negative. People who have an acceptable business transaction with you likely tell few, if any, other people. Those who have a bad experience tell everyone they know. Relying solely on word-of-mouth is a serious marketing mistake!
- 3.) **Business is great. I don't need to advertise.** That's great - for now. But why wait until things slow down to seek out new customers? Effective advertising keeps potential new customers "in the pipeline."
- 4.) **Business is too slow. I can't afford to advertise.** And business will stay slow if you don't. Advertising is nothing more than inviting people to do business with you. If things are slow, you need to be inviting more people to your store.


- 5.) **I tried advertising in the newspaper/free shopper before and it didn't work.** If your offer was weak, chances are your results were too. People respond to the need, not the ad. Or perhaps you advertised in a newspaper/free shopper that didn't reach your target demographic. Print advertising works!
- 6.) **I don't read/check out your newspaper/free shopper.** But many of your customers and potential customers do. Advertising is like going fishing – do you bait your hook with what you like, or with what the fish like?
- 7.) **I don't do print advertising.** It's foolish to overlook an entire medium because of some silly preconceived notion. Print advertising works! And with the right offer and frequency, print advertising can produce positive and profitable results. If you exclude print advertising from your marketing plans, you're missing out.
- 8.) **Your rates are too high.** Community weekly and metro daily newspapers charge different rates, based on many factors. But an ad in your locally-owned, locally-staffed community newspaper and free shopper is a boost to the local economy in more ways than one. Local businesses do local business. You can buy a high-priced ad in a metro publication for hundreds of dollars, or you can spend hundreds of dollars over a period of time with your local newspaper/free shopper, and in a sense, get more bang for your buck.

- 9.) **I have to talk it over with my wife/partner/CPA/psychic/grandmother.** Every day you're not advertising is a missed opportunity for more business. While you procrastinate, your competitors are going after your customers.
- 10.) **I don't have any competition.** Wrong! No matter what you're selling, you're competing with every cash register in town, plus online competitors and competitors in nearby towns. Effective advertising motivates customers to come to your store.



ADVERTISE WITH US!

Call 582-9999 or email advertising@bvjournal.info



8	2	9	5	1	7	6	3	4
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1	9	2	6	3	5	8	4	7
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7	8	6	9	2	4	3	1	5

Puzzle Solution © OnlineCrosswords.net

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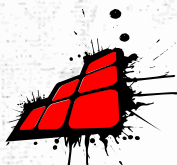


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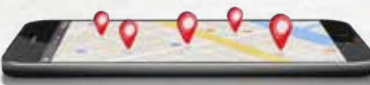
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