

THE INDEPENDENCE MONITOR

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G. A. Hurley, Publisher & Proprietor

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Independence, Oregon, Thursday, August 29, 1912

The Home Trade Movement.

There is an increasing tendency to patronize the home town more and seek less the advertised merchandise of the foreign city. The person living in Independence who buys his groceries, drygoods or clothing in Salem or Portland makes a mistake. The merchant who allows this to be done is not watching his business as he should. Expenses are cheaper in this city than in Salem, so why purchase your groceries there unless you save money in doing so? If you save money in doing so, why is it? The merchant in Independence can buy as cheap and sell cheaper than the Salem merchant. Why not, then patronize your home stores?

We see legitimate advertising in the valley papers within a radius of 20 miles of Salem advertising Salem stores. This advertising must pay them or they would not do it. If it pays them they are getting trade from the territory served by these papers. That means, Mr. Local Merchant, that you are overlooking your own opportunity. If the Jones Grocery Store of Salem carries a half page ad in the Monitor and you do not, then the idea is that Jones is selling goods to your customers and getting cash for his goods while you can't afford to advertise to the extent he does. If Jones can afford to advertise judiciously and make it pay, why can't you go and do likewise?

As a merchant you figure your location a big feature, your clerks another feature, your display another feature and your advertising is just as necessary a feature. You must reach the people or you will never make your business grow and advertising is a part of any successful business.

THE KICKER ALSO HELPS BOOST SOME

Every town has its croaker and kicker. They are necessary evils and represent the balance wheel that keeps other people really on the go. If people did not kick now and then others would overlook the idea of boosting more than they do. When a man says this town is dead another near him shakes the kickers equanimity by calling him a fibber with a stronger accent to it and then people look up and decide for themselves. The man who progresses, investigates from every point. He does not keep his eyes glued to his shoes all the time, thus getting round shouldered, but he often looks into the sky and sees the sunshine, the stars, and possibly a cloud now and then, but he is reasonable and views life from the broader view. The kicker is a pessimist and looks on the dark side of everything. He sees no good in anyone and often feels ashamed of himself. The optimist sees the good in every thing and weighs it with a view of succeeding and progressing. That is why the pessimists can't keep this town down. There are too many optimists, too many men with ideas and plans, too many men who reason with judgment and determine from the result reached and the kickers and croakers are left whittling and whining while the town goes on.

THE VALLEY WAKING UP

The Albany Herald came to our desk this week, stating that Mark Woodruff, of the P. E. & E. R. R. Co. was in Albany from Eugene, stating that everything is moving at full capacity on all the work of the P. E. & E. and particularly between Eugene and Malheur. Mr. Woodruff left for Independence. He was unable to say just when the extension from Albany to Foster would be begun, but said it was Pres. Strahler's intention to get all construction under way as rapidly as crews and material could be assembled. The Eugene Register has frequently announced improvement at that point, while Independence is showing an advance movement not experienced for 20 years. The Forest Grove Times and the McMinville Register both have been telling of railroad building developments in this section and the indications are a general movement towards the improving of valley conditions in every section.

THAT PROGRESSIVE TENDENCY

Politics always take time by the tail and start something when the time is opportune. An honest politician is quite a novelty and when you see men playing the game there is liable to be something in it for their friends. They love the dear people but no one can represent them so honestly and justly as they would like to. The one bad feature of the Oregon nominating system is that an unscrupulously crooked man has a chance to scheme up a plan that sounds pleasing to the people and ride into office on a popular movement, while he is only working the game to feather his own nest. If this could be avoided the present plan would be a good one and if method could be evolved to thoroughly test a man's history and past acts before he has his name printed on the ballot it would go far toward clearing the system.

PREPARE FOR WINTER NOW

It is time to commence planning for the winter season.

The fall is here and will soon be gone. School will soon commence and preparations are in order for winter trading, winter wood, plowing, and general work that comes on with the change of the season. General road work should be pretty well done by this time and that which has not been done should be rushed along getting the roads leading to towns in good condition. Independence should get busy about this and see to her roads leading out to her trading territory. If the work has been done all good and well but if not, we should get busy. The Commercial club could take up this matter and work it out.

A town to be successful must be stable. Every movement in a business way in Independence should be based on a solid footing and the expanding movement should be made on a solid basis only.

LOCAL NEWS NOTES

The Corvallis Gazette-Times last week said, "Miss Emma Henkle, of Independence, came in today and will be the guest of Mrs. Geo. Irvine a brief time. Miss Henkle is one of the instructors in the Corvallis schools."

We are sending the Monitor to every state in the union but four and have been printing but five weeks now. This week we added Tennessee to the list with two new subscribers.

Saturday was expected to be busy day as preparation was made to take out 2500 hop pickers to the different yards. The rains in Portland stopped them from coming and only about 400 came.

Word Butler returned from the coast Saturday where he took a vacation for his health. We have his word for it that he improved much and gained a little over two pounds while absent.

Card of Thanks.

Mr. and Mrs. Walter Kiser and family wish to extend their thanks to their friends who so kindly assisted them in the sickness and death of their little daughter Lantha Gartrude.

Mr. and Mrs. Walter Kiser.

SOME BUSINESS ITEMS

Go to the People's Variety Store for bargains in notions.

See the Penney Post Cards at the Peoples Variety Store.

Exclusive Agency for the Dotted Flour at Fluke & Johnson's.

For Sale: Cheap Seed For particulars call or phone Homer Hill, Independence, Oregon.

For Sale: Good 10 Acre tract of land at \$1600. Located near town. See E. J. Taylor.

Wanted: Money to Loan. I have inquiries for from \$500 to \$1000 on good security. R. J. Taylor, Independence, Oregon.

For Sale: One Mare six years old \$100; female horse \$25; dog \$50; pig \$25. For particulars call E. J. Taylor, the real estate man.

For Sale: This office has a five gallon quartet case, four gallon column toilet, a small paper cutter and a Washburn hand press, for sale. These would be valuable to any one wishing to open a small office and can be gotten reasonable.

Telephone your job printing to 4421, the Monitor, A lucky number. Monitor has seven letters, 4-4-2-1 added make eleven. Seven com-

Mrs. Sherman Baker, who formerly resided in this city, is up from Portland visiting with Mrs. Stansberry and other Independence friends this week.

Mrs. Anna Wilson of Ocean Park is visiting this week with her friend Mrs. Stansberry.

The fixtures for the new Jones & Weatherbee store arrived in the city this week and work was commenced placing them at once.

County Judge Chad made the Monitor pleasant call Friday afternoon.

THE INDEPENDENCE NATIONAL BANK

Established 1889

A Successful Business Career of Twenty Three Years

INTEREST PAID ON TIME DEPOSITS

OFFICERS AND DIRECTORS

H. Hirschberg, Pres. D. W. Sears, V. P.
R. R. DeArmond, Cashier
W. H. Walker, B. F. Smith, O. D. Butler

There is no better land on Earth than that around Independence

There are no better towns in which to invest in real estate than Monmouth and Independence, the former the home of the State Normal school, the latter a railroad and river transportation, hop and dairy center. A live community bound to grow continually for years.

Hill and Harriman are both making Independence a railroad center, two electric lines will go to the coast, one to Salem, and one to Buena Vista besides the electrification of the main line together with the motors

I HAVE SOME GOOD LAND FOR SALE HERE

20 Acres about four miles from Independence, cleared and in cultivation, at \$2000. Ten acres of bottom land \$2200. 125 acres improved, well located, price on inquiry. 90 acres, a large part in fruit, fine building, all cultivated \$8500. 162 acres all in cultivation \$2000. 110 acres at \$95 per acre, near town.

Many other farms, small acreage, hop ranches, and some very desirable city property cheap.

Near Harrisburg

50 A. Bottom Land, 2 A. Prairie, 40 A. Cleared. All Level and Fenced, Small Orchard, Berries, 2 Springs, Well, 5 Room House, Wood Shed, Chicken House, Granary, Barn \$5,500

TO TRADE

Near Corvallis

For Independence property a 2 Acre Property Worth \$3000 For Farm Land of Same Value For Particulars write or Call at Our Office

I HAVE BUYERS FOR THESE BARGAINS

Two to fifteen acres near town so as to secure modern conveniences \$500 cash or trade \$900 Portland property in on it. One or two good lots reasonable.

R. J. TAYLOR CO.