

THE INDEPENDENCE MONITOR

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G. A. Hurley, Publisher & Proprietor

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Independence, Oregon, Friday, Jan. 24, 1913.

What Advertising Will Do

Did you ever sit down and think what advertising will do for you, Mr. Grocery man? Take for instance a campaign started by you on certain lines of quality goods. Now you have a special line of soups, canned tomatoes, catsup, or canned vegetables. Your wholesale grocer comes to you with samples, brags up their good qualities, you as a result buy them. Now do you tell your trade about them? Do you try to get a trade established for them? Do you tell the people about them? Now again the busy housewife wants something special for a meal, what can she get, she asks herself? And why not you Mr. Grocery man help her? Think of the little extras you have in your store, that cost no more than the common run of potatoes, flour, beans and bacon. Tell the busy housewife about them. There's olives in bulk, stuffed olives, french sardines, canned salmon, specials in cookies, hominy, canned asparagus, pure strained honey, etc., etc. Then every store has a few specials they are overstocked in and could sell at a small reduction and could make money by making room for more staple goods. Because goods are offered cheap is no sign they are inferior in quality, because the successful merchant always keeps his stock moving. Stagnant stock is not an asset, it is a liability and a heavy one. You can't afford to pay interest on dead merchandise. Advertising helps move your goods. Try the Monitor, Independence best advertising medium.

Farmers Are Prosperous

In the last two issues of the Monitor we have had considerable review news of this county showing quite a development among the rural districts. The farmers, as a rule, are prosperous and are making probably more clear money yearly from the amount they have invested than any class of business men. There are no old, grained-to-death farms in this county at the present time. The land is being enriched by dairying, clover raising and diversified crops. More hogs, sheep, goats, cows and chickens are being raised and they bring the best of returns on the money invested. The flour mill owners recognize this change and plan securing their future grain from the big grain fields of Eastern Oregon. The Willamette valley is the future garden spot of the west, as well as the fruit, dairy and poultry center of the state.

The Power of Suggestion

We boast of our originality, but from the cradle to the grave we are mimics. We get the laugh, the walk, the talk of our neighbors; we tell the stories told us to our next-door friend; we crane our necks to see what others are seeing. We even go to a moving picture show and smile with the actors. We dress in the same style of some person we think stylish and they get their ideas from some other. We eat what some one suggests as being good, and here is the nub to our advertisers. Set the style in dress and eating by suggestion.

Blanket Of White Over The West

According to reports the snow of the last week covered the entire west from the Rockies to the coast and from the Siskiyou north. This is of inestimable value to the eastern Oregon, Idaho and Washington section and will mean several millions of dollars in the increase of crops. It will mean full reservoirs in all the irrigating sections of the west and will also prevent the grain from freezing out. Taken all in all, it is a big help to the country.

Monitor's Contest Popular

The Monitor contest is receiving general attention, and is bound to be the most attractive of any contest ever given in Polk county. We have arranged to have a man in charge of the work here during the next two months, and will close with a successful clean record that will advertise the Monitor far and wide as the most wide awake paper in this part of Oregon.

Boys Should Learn To work

We print this week an important letter from State Superintendent of Instruction Alderman. The boys and girls should learn to do something worth while themselves and he is outlining a method that is proving very popular. Polk county schools under H. C. Seymour are making fine progress with the new system and it is popular.

Mere Man Gets But Little

All nature is demonstrative of work. From the old world circling on its axis to the chicken scratching for its living, man must do likewise, but the great majority complain principally because a few have so much as a result of their labor and the big herd so little. It looks like a just complaint too.

Even the leaves rustle. By a leaf.

There seems to be warm times in the Washington Legislature and Bull Moose party are being made the goats. The republicans and democrats, combined control and are just handing out a few crumbs now and then to the third party counties.

The Oregon Legislature talks as though it would trim down the appropriation budget to the minimum. There has been a goodly number of bills introduced asking for donations. The beggars seem to think they can get nothing, by not asking.

The stylish, time honored, society frolic, the presidents grand inaugural ball, is to be done away with this year is the report from the New Jersey rag and a reception only, will be the feature.

There is a purpose in everything. There's the clown in the circus; the comic in the play, the merry man in life. They keep the sunny spots of the world shining everywhere.

Polk county Cotswold sheep were exhibited throughout the big eastern fairs and took first prizes. That means that Polk county is a world winner of fine sheep.

The three V's, vim, vigor and vivacity are almost as important to the average person as the three R's, reading, riting and rithmetic.

If you believe in Independences just say a few good things for it now and then.

SUNNYSLOPE NEWS

A. J. Shipley was on the sick list last week.

Mr. Chesboro of The Dalles was here Monday on business.

Dell Plaster and wife were trading in Dallas one day the past week.

Quite a number of people in this neighborhood have had colds.

There was no school here this week on account of the recent snow.

Riley Rhoades visited with friends in Monmouth Saturday and Sunday.

Newt Foster from north of Monmouth was seen in our vicinity Thursday.

Clay Guthridge made a business trip to Falls City one day the past week.

Mrs. Verl Yeater of the Luckiamute passed through this neighborhood Tuesday.

Mrs. E. Clarke sold her team of horses last week to Mr. Prophet of Cottage Grove.

Mr. Plessinger and family of Independence called on Dell Plaster and wife Wednesday.

Riley Rhoades visited with Ed Wunder and family of the Luckiamute the past week.

Miss Ina Fishback spent Wednesday and Thursday visiting relatives and friends on the Luckiamute.

Will Bogynski jr. and wife of Mistletoe were pleasant guests of her mother, Mrs. Eliza Olin and family Tuesday.

During the snow storm there were a large number of snow birds flying around trying to get food where ever they could. Don't fail to feed the birds.

An article from Salem states that Ira Smith, former of this place, is being mentioned as a possibility as a candidate for Governor. Ira is now a member of the legislature from Coos County.

Hugh McClain of Coos county has been designated to carry the Oregon electoral vote to Washington where it will be cast for Wilson.

It is reported that 14 cents is being offered on contract for 1913 hops, but this year's experience is making the growers a little cautious.

MOUNTAIN VIEW

Mrs. Guy McDowell has been on the sick list.

Mrs. Fields is very sick at the hospital in Salem.

Mrs. Bowles of Dallas is visiting Mrs. M. C. Wilson.

The Ladies' Aid met at Mrs. Clarke's last Thursday to sew.

Mrs. James Smith has been on the sick list with neuralgia.

Charlie Adams is visiting his sister Lena Sumpter, near Liberty.

Rosa Grice of Monmouth spent the week end with her parents.

Glenn Southwick has been sick with la grippe but is improving now.

Some are making good use of the snow by having jolly coasting parties.

Many fruit trees have been broken down under the weight of the snow.

Mrs. Gibson had been in Portland with her son Mr. Lee Gibson and wife.

Mrs. J. R. Chapman is still improving, from being very badly hurt by a fall.

Mr. Webb and wife of Ohio are visiting with their son H. M. Webb and wife.

Many telephone poles and wires were broken down under the weight of the snow.

Mr. Doran and family have moved into their new house which is nearing completion.

The jack rabbit hunters are many but the rabbits are few. Good one on the hunters.

Mrs. Neudall, E. L. and Roy Neudall have been visiting with Mr. and Mrs. Webster.

Nan Wilson, Kate Fry, and Mrs. Bowles visited Mrs. James Smith Friday afternoon.

John James and wife are expecting relatives from Pennsylvania to make them a visit.

Mr. Morgan and family have been visiting with the latter's parents, J. Webber and wife.

Mr. Miller and wife of Greenwood have been visiting with the former's sister, Mrs. F. A. Koehn.

Our mail carrier changed his route some which make him about an hour or four and a half later.

Mr. Clarke and wife are expecting John Simons and

family soon as some of their trucks have arrived. They have bought land from Pearce Brothers and will make their home here.

This town needs more optimists and less pessimists. The men that see the silver lining behind the clouds are the men that make the world happy.

"I don't want him to come around me when he's grouchy" said the bashful young lady. That's why he smiles now.

The snow man came during the week and left a bad cold behind. Good weather for the dentist though.

The man with the hammer should leave the Monitor alone, because little knocks make sore spots.

Independence sent a small mountain to the legislature.

New Building on Monmouth Street.

Mr. Anderson, the bicycle man, has purchased 20 foot frontage of Mrs. H. H. Japerson and is erecting a new corrugated iron building on the property. He is moving the present building to a location he owns in North Independence. The new building will be 20 by 40 feet.

New Real Estate Firm

T. R. Nunn and J. W. Wiltse formed a co partnership last week and will do a general real estate business. Both partners are old hands in the business and are acquainted in this section.

Debating League Formed

Independence, Monmouth, and Falls City have formed a debating league. The school receiving the most points is to receive a large silver cup which Supt. H. C. Seymour will award the winner. Each school will have four debates.

CLASSIFIED ADVERTISING

All notices under this head will be charged at the rate of 1c a word for one insertion or 5c a line by continuous advertisers. Fractional lines count as full lines.

LIVE STOCK, IMPLEMENTS, ETC.

FOR SALE—A good horse for \$100.—See R. J. Taylor.

FOR SALE—Running gears of a good 22 wagon. R. J. Taylor.

ABSTRACTS OF TITLE

ABSTRACTS OF TITLE made promptly, carefully and at a reasonable price. Brown & Sibley, Attorneys and Abstractors, 610 Mill St. Dallas, Oregon.

DEALERS IN COAL AND WOOD

COAL FOR SALE; The Chas. K. Spaulding Logging Co.

RESIDENCE PROPERTY FOR SALE

FOR SALE—New bungalow; 5 rooms and bath, beam ceiling, paneled walls, buffet in dining room, tinted wall, fireplace and cabinet kitchen. Easy terms. Inquire K. C. Eldridge at Creamery.

TOM & BILL

Headquarters for Cigars Tobacco, Confectionery, Soft drinks, etc.

Don't forget the

DON REMO

five cent cigar

Located on C street



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B. STERN & SON
NEW YORK & CHICAGO

CLOTHES may not make the man but they help a lot to establish him

We make the kind of clothes that make a man feel right. The clothes wear right and satisfy because our kind of tailoring makes it possible.

E. M. Dietze, Tailor
Odd Fellows Bldg., C Street
"THE PANTORIUM"

ACKERMAN'S FISH MARKET

Dealers in

All Kinds Of Fish and Poultry

Fresh Oysters, Clams, Crabs, Salmon, Halibut and Small Fish of All Kinds.

Located in old Hotel Building Facing Railroad Street



Goodness to the Housewife, with pride of cooking, signifies materials that will make appetizing, palatable food—that kind that brings praise from family or guest.

Carefulness in purchasing groceries gives satisfying results. With us quality counts. Our groceries are of the standard brands.

Some of our Specials are
Drifted Snow Flour, Delmonte Canned Fruits
Flag Brand Vegetables, M. J. B. Coffee

Fluke & Johnson, Grocers