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## TALKS ON ADVERTISING

### I.—In Which We Get Acquainted

By Henry Herbert Huff

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"Hello, Mr. Business Man! And how is trade?"

"Improving."

"I'm glad to hear it. Oh, we'll have things moving nicely pretty soon. Everybody's optimistic down our way. Got nearly an hour yet in town—want to catch that 4:29 out of here. If you're not busy, sit down a few minutes and let's talk things over. Mail order houses bothering any?"

"Yes; they're cutting quite a hole in our trade. Thought that dull spell would fix them, but it didn't here in our town. Never believed they were getting so much business till I was shown the pile of goods from them that arrived on this morning's freight. Some of our best people buying there too. Really I cannot understand why any one should send away and wait several weeks for goods he can buy just as cheaply right here in town."

"Got any soap clubs here?"

"Yes; there are several, and it does beat all how those premiums take. Looks as though one was getting something for nothing, but he pays for all of it. I can sell the whole assortment for half their list price and premiums. Buy them separate and get what you want. Each of these clubs takes from \$100 to \$300 worth of business from our town every year."

"And then there's Near City—only twelve miles away, and the fare is 60 cents. Many of our people go there to buy clothing, millinery and the like. Often they pay more than in their home town. We merchants had been charging up the bulk of our lost trade to the mail order houses, but found upon investigation that a large part is going to Near City instead. With our trade leaking out in every conceivable way it seems up to us to take what's left."

"Do you have any trouble with 'leftover' goods?"

"Yes; we lose a lot that way. In summer business goes on a vacation. Most days of the week are pretty slow, too, except Saturday, and that's hustle, hustle, hustle, all day long. I wish we might shift some of this day's business to the others."

"Mr. Business Man, I've a solution to all of your problems. I can tell you what will hold your trade at home, what will move your slow sellers and remainders, what will make business for you in the dull seasons, what will sell the new and better goods. It's no complicated mystery or trick of magic—just plain ADVERTISING."

"I know you'll say you've tried it without success or that a competitor failed to make it pay or something else, but it resolves itself into this—if you advertise RIGHT, it will PAY you; if you do so in the WRONG way, it will FAIL. Advertising is no child's play—it's a science. A person of average ability can write good copy."

"And now I must be going, but I'll be back next week and every week for several months, and I intend to have a little chat with you each time. I shall first show you how advertising will SOLVE your problems, and then I'm going to tell you how to advertise SUCCESSFULLY."

## JACKSON COUNTY BOOSTERS BOOST

Thursday afternoon a large delegation of Crater Lake road enthusiasts from all parts of the county was in Jacksonville for the purpose of inducing the county court to appropriate \$51,000 for the Crater Lake road. Two passenger coaches were packed with people.

Judge Neil spoke in favor of the road but Commissioners Patterson and Owens would not say anything more than the people would know how they stood tomorrow.

The court did not take any action in the matter at this meeting but will call a special meeting in the near future and determine on what course to pursue. They want to see a copy of the bill passed by the legislature.

From all appearances Jackson county is united in one great family for the purpose of spreading the great resources of the county throughout the eastern states. The building of the Crater Lake road will mean that \$1,000,000 will be spent in Southern Oregon.

The matter of appropriating \$50,000 is a delicate matter because the roads of the county are in a bad condition and need this sum to put them in passable condition. This fact is what the commissioners have in mind, although the representative taxpayers of the county went before the county court Thursday and pleaded for the appropriation.

Mr. Hammersley of Gold Hill said that a mass meeting was held in Gold Hill opera house a few days ago where taxpayers from Woodville, Rock Point and Sams Valley were present, and they heartily approved of the appropriation.

Ashland was well represented at the delegation from the Southern Metropolis spoke in favor of the appropriation. C. B. Watson, who wrote the first published account of the lake was a very enthusiastic speaker.

B. F. Mulkey brought out many good points in favor of the appropriation. Will Steel told the commissioners what the appropriation would mean to the individual taxpayers, which amounted to only a few cents on an assessment of \$1000. Mr. Steel will be invited to attend the next meeting of the commissioners which will be called for sometime next week.

The entire delegation wore badges with the words "Crater Lake" printed conspicuously on them.

After the meeting a booster stepped forward and tied a Crater Lake badge on Commissioners Owens and Patterson.

## SOMETHING ABOUT TYPEWRITERS

Why do so many people pay \$100.00 for a typewriter when they can get one just as good for about \$50.00?

We are agents for the GRADY REBUILT TYPEWRITERS and can furnish our customers with almost any machine they want. These are not second-hand machines but re-built. Webster defines the word "rebuilt"—"to build again"—and "repaired" as "mended".

These machines are sent to the Grady factory and every movable part is taken off and sold as junk, including the type bars. All bearings are replaced with new, the machine is re-named and re-nickled and few of the most expert can detect the difference. Many of the rebuilt machines are equipped with the latest improvements and are guaranteed to do first-class work.

Go over these prices and see whether you can do better. Remington, models 6 and 7, price \$48 to \$60. No. 2 Remington, \$30. Each No. 2 Remington is equipped with two color ribbon permitting you to write in two colors. Smith Premier, No. 1, \$35; No. 2, \$45 to \$60. Oliver No. 3, \$50. Underwood No. 1 and 2, \$55 to \$75. We have the Monarch, Fox, Fox Visible, Densmore, Fay Sholes, New Century, Blickensderfer. The machines range in price from \$20 to \$75, just as good as new with a better guarantee.

Take one on three months trial and if not satisfactory all we ask is a small monthly rental for the use of the machine which will be applied on any other machine you may select.

Bring out the dignity of your business by using a typewriter, it is the modern way. How many letters do you receive from a business house not written on a typewriter? If you receive a letter from your wholesaler written in long hand the thought strikes you that he is not progressive and unsafe to deal with. That his goods are of an inferior grade and his price may be too high. If he does not use a typewriter he is not modern and his goods must evidently be out of date.

## THREE CEREALS SETS NEW RECORDS

New high records for the season were established by wheat, corn and oats on the Board of Trade Wednesday. May wheat, the supply of which is concentrated in the hands of a prominent trader, led the advance, by touching \$1.19½, which is within half a cent of the price predicted by the speculator mentioned some months ago and only two cents under the highest price of the Gates' campaign four years ago. July wheat sold at \$1.07, and the advance in the latter delivery was based on damage reports from the principal winter wheat states, expert gossip having it that July would prove to be an "old crop" month, that is a month in which delivery on contracts would have to be made from the previous harvest. The record-breaking rise in corn and oats was due to sympathy with wheat. May corn sold at 67 3/4 and May oats at 56½.

## BENSON IS GOVERNOR NOW

Secretary of State Frank W. Benson took the oath as governor of the State of Oregon, Monday at 10 o'clock, succeeding George E. Chamberlain, who tendered his resignation on Saturday, effective on Sunday at midnight. Chamberlain started for Washington to take the oath of office as United States senator and expects to reach the national capitol in time to assume the functions of his office on March 5th.

It is stated that Governor Benson has as yet reached no decision as to the calling of an extra session of the legislature to rectify errors in important appropriation bills for the asylum and other institutions at the recent session. C. N. McArthur has assumed the duties of private secretary to Governor Benson.

## DISTRICT ATTORNEY FOR CONGRESS

District Attorney B. F. Mulkey is being talked of as a possible candidate for the office of congressman in the first congressional district.

Congressman Hawley is making a poor showing which fact no one will deny.

## CITIZENS TICKET ELECTED EASY

Interest Centered on Marshal and Street Commissioner—Election Very Quiet—53 Ballots Cast in Morning and 110 in Afternoon—Many Voters Out of Town.

Tuesday was a great day for the progressives. Although there was no electioneering or card distributing the citizens ticket was elected to the man. The fight was keenest for marshal while the street commissioner was a close second. At noon there was only 53 ballots cast but early in the afternoon the voters lined up and at three o'clock 163 voters had cast their ballots.

The incoming board will labor hard for the welfare of the city and will, no doubt, improve the streets and install a water system, because a greater Jacksonville is what the citizens voted for. The voters will stand back of all improvements because they have come to realize the importance of better streets and a water system.

For trustees Emil Britt received the lowest vote on the citizens ticket and Dr. T. T. Shaw received the largest vote.

The following is a correct list of the vote:

FOR TRUSTEES—Emil Britt, 93; T. T. Shaw, 134; Geo. L. Davis, 129; Fred J. Fick, 113; Chas. Dunford, 129; W. C. Kitto, 82.

FOR RECORDER—Henry G. Dox, 143.

FOR TREASURER—Jas. M. Cronmiller, 143.

FOR MARSHAL—John H. Huffer, 93; Frank Rountree, 62; W. E. Finney, 8.

FOR STREET COMMISSIONER—B. E. Haney, 88; Sam Walsh, 67.

## HARRINGTON RELEASED

John Harrington was released Monday afternoon by Judge Hanna after a hearing before him on a habeas corpus proceeding, which had been previously denied by the court. The Supreme Court reversed this ruling and ordered the lower court to determine whether the county court had jurisdiction in the matter to justify its commitment of Harrington for contempt of court for a refusal to turn over certain personal property as ordered by the court.

Just what steps will be taken by the attorneys for Mrs. Snyder is not known at this time. The case arose over the demand of the Victor Snyder estate for a half interest in the proceeds of the office saloon, conducted by Mr. Harrington, on the ground that Snyder had been a partner in the business. Snyder claimed to have purchased the half interest of a man who had been given an interest in the profits of the saloon in payment for his services as bartender, according to the defendant's side of the controversy.

The lower court decided in favor of the Snyder estate, and order was made to turn the saloon property over to Mrs. Snyder, the administratrix of the estate. Upon his refusal to do so, Harrington was placed in jail for contempt of court.

## TAFT DEVOTES DAY TO CALLERS

The last day of President-elect Taft's private citizenship, he devoted to those who might wish to call on him at the Boardman residence. The callers began arriving early. Mr. Taft was in his usual happy mood and listened to "political situations," to suggestions for appointments and to innumerable projections of ideas from various persons.

President and Mrs. Roosevelt Wednesday entertained Mr. and Mrs. Taft at dinner and invited their guests to remain as house guests for the night. This invitation has been accepted, and tomorrow Mr. Taft will begin the important events of the day which at noon will make him master of the Executive mansion for the next four years.

## TAFT'S SALARY \$75,000 A YEAR

The salary of President Taft will be \$75,000 a year according to an agreement reached Wednesday by the conferees on the legislative, executive and judicial appropriation bill. In the sundry civil bill there is an amendment giving the President \$25,000 for traveling expenses and if this is agreed to, the annual compensation of the President will be \$100,000. The Senate conferees on the legislative bill receded

## SPECIAL SESSION OF COUNTY COURT

The county court will convene next Tuesday at 1 o'clock P. M. for the purpose of considering the Crater Lake appropriation. The court did not like to take any action in the matter until they had seen a copy of the bill passed at the legislature and had time to reflect on the matter.

If anyone has a kick to make let them be present at this meeting so that the court will know what action to take. Don't kick after the money has been appropriated.

## TAXES COMING IN SLOW NOW

Out of \$323,000 to be collected in taxes only \$55,000 have been collected. Three per cent discount is allowed on taxes until March 15.

## HIDDEN DANGER

Nature Gives Timely Warning That No Jacksonville Citizen Can Afford to Ignore

DANGER SIGNAL NO. 1 comes from the kidney secretions. They will warn you when the kidneys are sick. Well kidneys excrete a clear, amber fluid. Sick kidneys send out a thin, pale and foamy, or a thick, red, ill-smelling urine, full of sediment and irregular of passage.

DANGER SIGNAL NO. 2 comes from the back. Back pains, dull and heavy, or sharp and acute, tell you of sick kidneys and warn you of the approach of dropsy, diabetes and Bright's disease. Doan's Kidney Pills cure sick kidneys and cure them permanently.

Mrs. Leda Powell, living at 250 Ashland St., Ashland, Ore., says: "I am so grateful for the great relief I have received from Doan's Kidney Pills that I gladly recommend them. I suffered from severe pains in my back, headaches and was in a generally run down condition. I was told to try Doan's Kidney Pills and decided to do so. I felt much better from the first, and almost before I knew it I was free from the trouble. I have not had any pain since and can conscientiously recommend Doan's Kidney Pills as a remedy that acts up to its representation."

Plenty more proof like this from Jacksonville people. Call at The City Drug Store and ask what customers report.

For Sale by all Dealers. Price 50 cents. Foster-Milburn Co., Buffalo, New York, Sole Agents for the United States.

Remember the name—Doan's—and take no other.



THERE IS NO PLACE IN AMERICA WHERE ALL WOOL MADE-TO-MEASURE CLOTHES CAN BE HAD AT A LOWER PRICE THAN HERE.

AND THERE IS NO PLACE IN AMERICA WHERE THE QUALITY IS HIGHER OR THE WORKMANSHIP SO FINE.

ASK FOR THE INTERNATIONAL ALL WOOL LINE.

This is one of the numerous spring styles we are showing

We have a fine line of samples in the new and popular shades

All our suits are guaranteed all wool and we guarantee a perfect fit

We guarantee the price to be right too. What more could you ask for?

ULRICH BROTHERS, Leading Merchants