

Oreg. Historical Society
City Hall



Jacksonville Post



VOL. II.

JACKSONVILLE, JACKSON COUNTY, OREGON, MARCH 13, 1909

NO. 45.

TALKS ON ADVERTISING

II.—Mail Order Vs. Home Trading

By Henry Herbert Huff

COPYRIGHT, 1909, BY AMERICAN PRESS ASSOCIATION

"Back again, Mr. Business Man!"
 "Glad to see you. Have a chair. Do you know I'm anxious to learn how advertising is going to fix those mail order houses."
 "Pardon me, but I do not like your expression. The mail order house has as much right to do business as Brown, your competitor across the street. You cannot hope to have it exterminated by law, boycott or other unfair means. The only way to solve this problem is to meet its prices. You can do this on a cash basis, and that is the only sensible way to sell. Be so busy telling the public about your store, your goods and your prices that the mail order houses do not appear to trouble you in the least. Quote the mail order houses' prices beside yours to show that you mean business. Do not attack their integrity. They are not all frauds, as some merchants would represent them to be."
 "But people should be loyal to their home merchants."
 "Very true, but this argument has been abused. Stories of the patron who got 'cheated,' of the dollar that did so much in the community before it was sent away, the theory of paying taxes, etc., are all so weak or lacking in logic as to be an injury to our cause. If you are to pull customers from the catalogue houses, it will be with proof that you sell equally low, not by satire or abuse. They are to be won, not forced. Then, too, many merchants who are selling too high or are inexperienced and not in the least fitted for their business, dealers who gossip, are unfriendly and unaccommodating or who cheat or mistreat their patrons all claim the support of the community on the loyalty to home industries plea. To do so is to seek charity, not business. Even charity covers no such sins. Now, honestly, do you expect patronage merely because you are a merchant in this town?"
 "What grounds, then, should I take in asking patronage?"
 "Put it thus: 'You buy where you can buy cheapest, and I will do the same. Remember, when making comparisons with catalogue prices, to add something for transportation, the delay, the trouble and expense of ordering, and the like. If I can furnish you the goods equally low, considering these advantages, buy of me, because it will help to build up the town. That is all I ask.' To what one thing do the catalogue houses owe their growth?"
 "I must confess it is good advertising."
 "Yes; their whole existence is due to it. They cannot live without it. They are unnatural institutions—could never have started if local merchants had realized the possibilities of advertising. But it is not too late to use against them this very instrument that has been their making. And that is the only successful way to combat the mail order evil—advertise."

Miss M. B. Towne spent last Sunday with relatives in Phoenix.
 Mrs. Charles DeLin of Medford was in Jacksonville Tuesday.

Mrs. Jesse Applegate was in Medford Tuesday.
 Grover Neil of Ashland was at the county seat Thursday.

NEW BOARD IN CHARGE OF CITY

Retiring Board Finished Business For Term and Adjourned—New Board Took Oath of Office and Commenced Work in Earnest.

At the meeting of the Board of Trustees held Tuesday night the old board listened to the reports of the different officers and acted on a few bills.
 The following is a list of the word of the last session of the old board:
 Report of the treasurer read and accepted.
 Report of the sexton read and accepted.
 Street Commissioner's report read and carried over until the next meeting for correction.

BILLS

G. N. Lewis.....	\$ 15.00
Henry Dox.....	2.65
Jas. M. Cronmiller.....	74.00
Woods Lumber Co.....	11.32
S. Walsh.....	146.30
M. Johnson.....	1.00
	\$250.27

Chas. E. Hayden was given a contract to build a toilet in the cemetery for \$71.50.
 President Robinson administered the oath of office to Recorder Dox when a motion was made by Trustee Britt to adjourn Sine Die.

NEW BOARD

Judge Dox swore in the new members of the board and the marshal, treasurer and street commissioner.
 Trustee Shaw was elected president of the board. Aside from Dr. Shaw's capability for the office he was evidently the choice of the voters, receiving the highest vote in the city election.
 The bonds of the new officers were read and accepted.
 From the way the new board started out they evidently mean business. Attorney A. E. Reames was invited by the board to be present to explain the defects in the old charter. He explained the manner in which the charter could be amended by the people and also recommended some changes in the instrument.
 Mr. Reames said "in 1906 the people, by referendum, gave certain powers to municipalities to change their charter without taking them before the state legislature." He also explained

low districts could be assessed to build sidewalks and repair streets.

Mr. Reames, about two years ago, prepared an ordinance shortening the time in which to submit charter amendments to a vote of the people. This ordinance passed and is now a law. The town charter can now be changed within 30 days.

Trustee Davis asked about the power of the board to vote a bond issue for a water system. Mr. Reames said it could not be done under the present charter, but the bond issue and an amendment to the charter could be submitted to the people at the same election.

The town has control of the county roads for a mile outside the city limits. This, Mr. Reames thought, was a bad policy and suggested that the city turn over to the county all county roads passing through the city so that the county could assist in keeping the streets in repair as is the case in other municipalities.
 The board adjourned to meet Tuesday evening, March 16.

6000 TOKAY PLANTS FOR NEW YARD

The grape industry in Southern Oregon is steadily on the increase and there is room for more. Tuesday Chris Ulrich delivered to the Beavenue brothers 6000 tokay plants to be set out on their farm just south of the city limits. The plants came from the old Bybee yard one mile north of Jacksonville and appeared to be strong and healthy.

There is 10,000 acres of this excellent grape land within a radius of one mile of Jacksonville. Much of this land is under brush and can be bought very cheap.

INDUSTRY FOR JACKSONVILLE

A stone cutting and jewelry shop for Jacksonville. Only the most important cities in the land can boast of an enterprise of this kind. But nevertheless it is a reality in Jacksonville.

J. C. Runyon recently visited Eagle Point and on crossing the desert he noticed some very pretty specimens of agates. He filled his pockets and proceeded for home where he fitted up his cutting and grinding machinery and commenced work. He has some rare specimens of moss agates and moon stones cut to be mounted on gold fittings.

APPORTIONMENT NOW READY

The following is the state tax apportionment and will be reported to the several county courts within a few days:

Baker.....	\$ 31,237 50
Benton.....	22,165 00
Clackamas.....	42,693 25
Clatsop.....	31,237 50
Columbia.....	15,037 50
Coos.....	56,392 50
Crook.....	15,682 50
Curry.....	6,012 50
Douglas.....	45,772 50
Gilliam.....	12,905 00
Grant.....	9,794 25
Harney.....	16,250 00
Hood River.....	12,495 00
Jackson.....	38,075 00
Josephine.....	12,790 00
Klamath.....	20,185 00
Lake.....	12,112 50
Lane.....	56,895 00
Lincoln.....	8,160 00
Linn.....	60,355 00
Malheur.....	10,455 00
Marion.....	72,635 00
Morrow.....	14,662 50
Multnomah.....	405,167 50
Polk.....	35,925 00
Sherman.....	12,112 50
Tillamook.....	13,977 50
Umatilla.....	65,662 50
Union.....	29,707 50
Wallowa.....	10,327 50
Wasco.....	22,822 50
Washington.....	85,425 00
Wheeler.....	6,757 00
Yamhill.....	42,915 00
Total.....	\$1,275,000 00

BRYAN'S DAUGHTER IS GIVEN DIVORCE

LINCOLN, Neb., March 9—Ruth Bryan-Leavitt, eldest daughter of William Jennings Bryan, was granted a divorce from L. O. W. H. Leavitt this afternoon.
 Mrs. Leavitt and her mother appeared in the court of Judge Cornish, and both alleged that Leavitt had not contributed to the support of his wife. There was no defense. Mrs. Leavitt was granted the custody of the two children.

ELECTRIC ROAD A SURE WINNER

What has Been Accomplished Along the Route of an Electric Railway -- Prospects Bright For a Valley System this Summer

That an electric railroad will do more to develop a country and increase the value of land than any other one thing is an undenyable fact.

When the Willamette Valley company started work on the Portland-Salem line, property all along the line advanced from eight to eleven times the former price. The writer is well acquainted with a piece of land ten miles south of Portland on a branch line of the Southern Pacific this land was offered for \$50 an acre and small tracts were sold at this figure. As soon as the electric railroad passed within half a mile of this property it advanced to \$550 an acre. The steam road passed within a quarter of a mile of the property.

If you dear reader, own ten acres of land and are offering it for sale at \$50 an acre could you not well afford to donate \$100 towards an electric system if it would increase the value of your property only ten dollars an acre? Land along the line would double in price as soon as work commenced on the road.

It will only be a matter of time when the Southern Pacific will carry all through freight and passengers over a line east of the Cascade mountains. The expensive pull near Granite Hill and a more expensive road through the Siskiyou mountains will be the cause of the change. When this traffic is transferred to Eastern Oregon the S. P. will only operate a branch line from Portland to Weed, Cal., over the present road. Then property will take a sudden drop unless we have an electric system.

Prospects were never brighter for an electric system in this valley. But we cannot expect anything unless we act. The lesson taught the people of Jacksonville when Oregon & California road was put through will long be remembered and should never be allowed to happen again. The road will be put through and if the people of Jacksonville want it they must act. Don't read this article and then use the paper to start a fire with, but talk electric road and we will have an electric road.

Capital will not invest in a city where there is no enthusiasm, so it behooves us to get busy. If we do not show signs of encouragement how can we invite an electric system to our city? We cannot allow this opportunity to pass. To delay matters for another season would mean that we are one year nearer our grave and one year late in the development of the country.

WOULD FORCE LIQUOR LICENSE

The city council, or at least some of its members were surprised at the adjourned meeting held Friday evening by the presentation of two applications in regular form for the issuance of liquor licenses in the First Ward, embraced in East Ashland, as the county voting precinct is known. The first application came from B. S. Radcliff who seeks to do business on Fourth street in the Gunnea Block. The second came from E. A. King who wishes to dispense intoxicants in the corner room of the first floor of the Hotel Oregon. Each was accompanied by a two thousand dollar bond and check for \$666.66 for the license fees from the coming March 15 to Jan. 15th next. Upon the reading of the first petition R. G. Smith, attorney of Grants Pass, addressed the council on behalf of the petitioners and their contentions as to the existing legal phase of the subject, also filing with the council copies of his written opinion in the matter, prepared as it states in "behalf of several residents of your city." Attorney Smith asked for action of the council in the matter, intimating that in case of refusal of the licenses, he expected to bring mandamus proceedings in the circuit court to compel the issuance of the same by the council.

SAYS STATE LAW GOVERNS.
 The contention of the petitioners is that the Ashland charter provision calling for an election upon the question of license at each municipal elec-

tion is repealed by implication by the state local option law, and that the latter governs in this municipality. The last county prohibition election held in 1898 being declared illegal by the supreme court in the Hall vs. Dunn case, the local option precinct election of 1906 governs. In this election East Ashland voted "Wet". Attorney Smith maintains that therefore the council not only has the right to issue license in this precinct but can be required to do so by the courts upon the application of any one complying with the charter regulations.

"If my contention in this matter is not correct", says Attorney Smith, "the situation of the City of Ashland would be like this: Prohibition was adopted in part of the city at the general election under the local option law; six months later an election held in the city would nullify the result of that election. It is impossible for that power to exist in the city except it be admitted that the state local option law has no application to Ashland."

ANTI-SALOON LEAGUES WILL FIGHT

The attempt to re-open the saloon license question in Ashland has already caused the Anti-Saloon Leagues to put on their fighting armor, and they announce their intention of combating the contentions of the liquor people to the end. They will fight mandamus proceedings in the circuit court, they say, and carry the fight to the supreme court. Furthermore they contend that there is little chance of the present anti-saloon regime in Ashland being interfered with for any length of time anyway. They point out that local option election for a subdivision of the county comprising the three Ashland precincts can be called the coming June and that there is no question but it would as a whole go overwhelmingly for prohibition. The anti-saloon leaders do not hold that the state local option law does not apply to Ashland and admit that the vote taken upon license or no-license at the annual municipal elections is purely advisory. They do not acknowledge however that the council does not have discretion in the matter of the issuance of license under existing conditions.

DIED

BENEDICT—At her home on Applegate, Oregon, Friday, March 12, 1909, Mrs. R. Benedict, aged 66 years interment in Jacksonville cemetery Sunday afternoon.

When in Medford stop at the Emerick where the finest of meals are served and the most courteous attention given. Try us and see. 11-1f

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.



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?

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.

ULRICH BROTHERS, Leading Merchant