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City Hall



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TALKS ON ADVERTISING

III.—The Business That Gets Away

By Henry Herbert Huff

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"Good morning, Mr. Business Man!"

"Well, say, what about keeping my patrons from going to Near City to trade?"

"I realize that this is quite a problem. You are not doing your part, however. Every week the Near City merchants send pages of bargain offerings into many of the homes in this community. These people read them and go there to buy. That is perfectly natural. Your prices are very likely equally low, but how are they to know if you do not tell them? Frequently a distant store that advertises widely is better known to the public than one in their own town that shuns publicity. If you business men of this town will advertise and prove that you offer as good values as the Near City merchants, you will get back your trade. It pays to sacrifice profit on some items if you have to in order to substantiate this claim. The larger stores give the patron a little better selection, but the country merchant can do as well in price. Let larger sales, smaller profits, be the watchword."

"But we have done some advertising!"

"Yes, but I must tell you candidly such copy will not bring trade. I shall explain later HOW an ad. should be written, but let us pass to something else."

"What about these 'soap' clubs?"

"You said your customers approve of this idea of paying double prices for their goods and being deceived into believing the premium costs nothing. Sell that way yourself. That is the solution to this problem. Make up assortments as nearly as possible like those of the 'soap' companies and pick attractive premiums to go with them. But this alone is not sufficient. You must tell the people you are ready to match these offers, likewise where you meet mail order prices. You told me you could do so. It remains to convince the public of this, and that is the work of advertising."

"You have convinced me that advertising is what is needed to put an end to our troubles. I never saw it in this way before."

"Yes, Mr. Business Man, charity is out of place in business. The fellow who gets trade is the one who proves to the public that he can give it the greatest value for its money. It will not do to WAIT for business. You must go after it. And now, when by well planned advertising you have cornered the trade that gets away, suppose you take a hand in the game the Near City merchants played on you. For years the farmers south of you have been buying in rival towns. Business men there consider this trade safe for eternity. Why don't you business fellows make a bid for a share of it? An aggressive advertising campaign, with plenty of 'leaders,' will pull it away while the outside merchants are sleeping. Business is a game in which every one is entitled to all he can get legitimately. Go where you choose for it. Land all you can."

N. S. Bennett of Medford was in Jacksonville Wednesday. The moving picture show in the U. S. Hall has been discontinued.

FIRST GAME OF THE SEASON

Jacksonville Boys Did Good Work on the Diamond--Both Teams Need Practice--Large Crowd From Medford Attended--An Ideal Day.

Due to the fine condition of the weather the first game of the season was played on the Jacksonville diamond, last Sunday. It was an ideal day and the visitors and fans from Medford, Central Point and Ashland appreciated the weather quite as much as the ball game.

The local team played good ball for five innings but lack of practice told on the boys in the sixth. McIntyre's arm weakened in this inning and the tired condition of the field allowed the visitors to make nine runs. The visitors are in need of practice as well as the locals and this week will probably be devoted to considerable work. The score was 21 to 9 in favor of the locals. The following is the official record of the game:

JACKSONVILLE		MEDFORD			
AB	R	IB	SH	PO	EA
C. Wilson c	6	3	3	10	1
Donegan 2b	4	2	1	4	2
Sexton ss	4	3	3	1	2
E. Wilson rf	5	3	3	1	1
Wendt cf	6	3	1	1	1
Gaskin lf	5	4	2	2	1
Ulrich 1b	4	2	2	1	1
Stout 3b	6	2	1	1	1
McIntyre p	5	1	2	13	1
43 21 19 2 26 19 8					

Wilkinson out for cutting base in 7th.

MEDFORD

AB	R	IB	SH	PO	EA
Eifert 3b	5	3	1	1	1
Miles 2b	4	1	1	1	2
Jones rf	5	1	1	1	1
Isaac cf	4	2	1	1	1
Antil lf	5	1	1	1	1
Wilkinson ss	5	1	2	3	4
Lawson 1b	5	1	1	11	1
Haskell c	1	1	1	3	1
Berdeaux c	4	1	1	2	1
Sabin p	5	2	2	9	1
Fish p in 2nd					
*Clark	4	3	9	11	13
43 9 11 13 16 6					

*Batted for Lawson in 6th.
E. Wilson out on infield fly in 3rd.
Earned runs, Jacksonville 11, Medford 1. 2 base hits, Sexton 3, E. Wilson, Ulrich, Stout, Eifert, Wilkinson. 3 base hit, Sabin.
Home run, E. Wilson.
Double plays, McIntyre to Donegan

DEMONSTRATION TRAIN AT MEDFORD

Seven Cars Fitted up For Show Purposes--Everything Free, Including Lectures in Afternoon--Train Will Arrive Monday.

Seven cars from the Oregon Agricultural College have been fitted up for show purposes, one car is covered poultry netting and filled with high-score poultry, other cars will be loaded with cattle and other products of the farm.

The Agricultural College will be represented by able men who will lecture in the afternoon in the S. P. yards in Medford. The train is due in Medford Monday, March 22, and everybody is invited to attend.

There will be a lecture on fruit growing and everyone engaged in the industry should attend. People living out in the country can drive through to Medford as the roads are in excellent condition between Jacksonville and Medford.

If you have only a few chickens on the farm it will pay you to attend because you may get some valuable information from the lectures.

The Southern Pacific company has sent out the following schedule for the farming demonstration train. The lectures and exhibits will be interesting to everyone whether engaged in farming or not.

MONDAY, MARCH 22

From	To
Ashland	9.45 a. m. 11.45 a. m.
Talent	1.30 p. m. 2.30 p. m.
Medford	3.00 p. m. 5.00 p. m.

TUESDAY, MARCH 23

From	To
Central Point	2.15 a. m. 9.15 a. m.
Gold Hill	9.45 a. m. 10.45 a. m.
Grants Pass	11.20 a. m. 1.20 p. m.
Merlin	3.00 p. m. 4.00 p. m.

ROGUE RIVER R. R. REPAIRING TRACKS

Wm. Barnum, division superintendent of the R. R. V. R. R. is repairing the terminal yards in Jacksonville by putting in new steel and ties. The company intends to put on a large motor car with a carrying capacity of 30 passengers and will make trips to Medford every two hours. The steam cars will be used chiefly for freight and baggage.

THE CITY DADS HARD AT WORK

The board of Trustees met in the town hall Tuesday night changed the hours of the marshal from 12 o'clock noon until 4 a. m. to 3 p. m. until 5 a. m. His salary was placed at \$60 a month. G. N. Lewis was reappointed sexton of the cemetery and his salary raised from \$15 a year to \$30.

At the direction of the board Attorney Herbert K. Hanna prepared a charter for the government of the city. The board considered the instrument section by section. A few changes were made and quite often Attorney Hanna was asked as to the legality of certain passages. The charter is being carefully prepared and will be submitted to the voters as soon as possible. The board will hold weekly meetings until they get the work finished.

LOCATES FATHER AFTER 20 YEARS

Silverton, Or., March 17.—After having searched for his father for more than 20 years, F. J. Harris, of Osakis, Minn., located the old gentleman on a farm near this city yesterday, where the latter has been supported by the county for the past two years.

Harris left his family 23 years ago, and has not been heard from until a few days ago when his whereabouts became known to the son after having advertised extensively in different parts of the United States. He settled in Oregon seven years ago and at that time was employed at Portland.

Later he went to Salem, where he remained until two years ago, when his health failed and he became a county charge. Since then he has been supported by the county at the home of L. S. Hostetler, a few miles from this city.

Harris is now 76 years of age and had given up all hope of ever seeing his family. Shortly after he left home the wife and children moved to some town in Dodge county, Wisconsin, and the old gentleman, although he has made an effort several times, had never been able to hear from them.

Subsequently the wife and mother died and the children scattered. Ever since his mother's death Harris' son has been searching for his lost father.

The two left last evening for Minnesota.

COURT HOUSE

Items of Interest to Jackson County Tax Payers

MARRIAGE LICENSES

Egna V. Jones and Annie B. Helman.
Wilson S. Clay and Aliza Rattelle.
Samuel H. Ronk and Pearl May Maben.
Clark Williams and Kate Fleming.
E. B. Boardman and Nellie M. Trefren.
Delmus Fenton and Josephine Ralls.

NEW CASES

A. W. Walker vs. E. L. Gurnea; action to recover money. W. E. Phipps attorney for plaintiff.
Gust Fiske vs. Irvin Dahack and Bernice Dahack; suit to foreclose bond for deed. O. C. Beggs, attorney for plaintiff.
C. H. Gillette vs. J. D. Bolton; action to recover money. F. M. Calkins, attorney for plaintiff.
William Ulrich as assignee of T. J. Kenney, vs. W. T. Campbell and Geo. E. Neuber; action to recover money. Colvig & Reames, attorneys for plaintiff.
Marietta Rodeberger vs. W. L. Rodeberger; suit for divorce. Withington & Kelly, attorneys for plaintiff.
Volna Webster vs. F. W. Wait and Katherine Wait; suit to foreclose mortgage. Vawter & Purdin, attorneys for plaintiff.
Edwin Workman vs. Hary Silver and James S. Bailey; action to recover money. W. E. Phipps, attorney for plaintiff.
O. & C. Railroad company vs. Thomas P. Kahler, executor estate C. W. Kahler; suit to quiet title. William D. Fenton and Colvig & Reames, attorneys for plaintiff.

PROBATE COURT

Guardian Lorney Eieher; order made to show cause for order of sale of real estate.
Estate James Coss Sr., deceased; order made discharging guardian.
Estate B. F. Wagner; order made or partial distribution.
Estate Elisha W. Andrews; administrator's bond filed.
Estate John T. Layton deceased; order made confirming sale of real property.
Guardian F. Loudd; H. Charlton, guardian bond filed.
Estate James K. Van Sant; oath of executor filed.
Estate M. P. Phipps; final account filed and April 30 set as day for final settlement.

\$1,500,000 SCHEME FOR ROGUE VALLEY

A syndicate of Spokane capitalists has purchased the Fish lake property as an irrigation proposition and the entire Rogue river valley east and west from Talent, Or., 10 miles south of here and 10 miles north may soon be placed under irrigation. The plats call for the expenditure of \$1,500,000.

PORTLAND GIVEN A CHANGE

Washington, March 17.—Senator Bourne saw the secretary of war and chief of staff of the quartermaster general and a proposed removal of the Vancouver headquarters and staff and he was assured that no action would be taken prior to Portland having full opportunity to present all the salient facts.

A new order will be issued on Monday by the quartermaster general which will be of immense benefit to Portland merchants. It is understood that it will be in effect that local quartermasters may have the option as to the purchase of supplies. The new order goes into effect July 1.

FARM PAPER CHANGES HANDS

The Western Farmer, published at Spokane, Wash., has changed hands. W. S. Campbell, of Aberdeen, S. D., is president and P. L. Axling, of Spokane, is secretary. Both men are able writers on farm topics and will no doubt meet with success. The paper is a semi-monthly, western published journal and is of more interest to Pacific coast farmers than an eastern paper. The Post has arranged to club with the Western Farmer and will give one year's subscription to the Post and the Western Farmer one year for \$2.00.

MARRIED

JONES-HELMAN—In Ashland, on March 10 by M. F. Eggleston, J. P., Egna V. Jones and Annie B. Helman.
RONK-MABEN—In Medford, Tuesday, March 16, at the home of L. P. Lozier, Samuel H. Ronk and Pearl May Maben, M. F. Horn officiating. The newly married couple will reside in Douglas county.
CLAY-RATTELLE—In Medford Tuesday, March 16, 1909, by Rev. W. T. Goulder, Mrs. Aliza Rattelle and Mr. W. S. Clay, both of Medford.

WHEN WILL JACKSONVILLE PEOPLE LEARN THE IMPORTANCE OF IT.

When you travel, keep track of HARPER signs. You will find Harper whiskey on sale in practically every town, city and village where whiskey can lawfully be sold. This World Wide popularity means something—it means you should buy HARPER whiskey from E. H. HELMS.

MAY PROVE FATAL

Backache is only a simple thing at first; but when you know 'tis from the kidneys; That serious kidney troubles follow; That diabetes, Bright's disease may be the fatal end. You will gladly profit by the following experience. 'Tis the statement of a Jacksonville citizen.

Mrs. H. M. Shaffner, living on East Main St., Jacksonville, Ore., says: "My kidneys have been disordered for some time but I paid little attention to it, thinking the symptoms would disappear. However, the trouble became worse, the secretions being irregular in action and my back and head ached constantly. I was in a miserable condition when I learned of Doan's Kidney Pills and procured a box at the City Drug Store. By the time I had used three boxes of this remedy in accordance with the directions I was entirely free from the trouble. Doan's Kidney Pills proved a complete cure and I am glad to recommend this remedy to others."

For Sale by All Dealers. Price 50 cents. Foster-McBarn 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 per feet 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 Merchants