



TALKS ON ADVERTISING

V.—Getting New Customers And Holding Them

By Henry Herbert Huff

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"Mr. Business Man, it costs just so much for running expenses—rent, light, fuel, clerk hire—whether you sell ten or a hundred dollars' worth of goods per day, does it not? You call them fixed expenses. Now, the only way to lower fixed expenses is to increase sales. Up to a certain point all excess business brings you an added profit. It pays to lay hold on a' you possibly can. Advertising offers the best means for increasing trade. New customers are attracted by leaders—merchandise at unusually low prices. An instance is told of an old lady who came nine miles to get a spool of cotton thread for 3 cents, but she purchased several dollars' worth of goods before leaving the store. The ad. has accomplished its mission when it gets a prospective patron within the doors. That is the most difficult part. It is then up to the merchant to make the most of the opportunity and win him for a permanent customer.

"The merchant who utilizes newspaper publicity has the whole world to draw trade from. He is confined to no particular neighborhood. He knows no barriers. Wherever he can send his advertising, there he can solicit business. Some of the more ambitious country merchants are drawing business from the big towns! The advertiser's opportunities are unlimited. Through the newspaper he can reach people he never saw or who perhaps never heard of his store."

"But how about holding them?"

"That depends quite as much upon the merchant as the advertising. If customers receive satisfaction, they will continue to come. But nothing HOLDS them like continued bargain offers. Have a few new specials every Saturday. Keep the farmers guessing what will come next."

"What advice can you give to the dealer starting in business?"

"What more at variance with good judgment could be imagined than for a merchant to come to town, rent a store, fill the shelves and counters with new goods, arrange attractive displays in the windows, put competent salesmen behind the counters and then—WAIT for business; WAIT for people to come in and buy; WAIT for them to find out what he has to sell; WAIT for the public to learn of his very existence! And yet it is not uncommon for one to do this! Advertising would have carried all such information to prospective buyers. He spares no expense to have stock and fixtures the finest and yet neglects the greatest essential of all. Should you inquire why he spends nothing for publicity he would probably say that pleased patrons and his window displays are sufficient advertising. Word of mouth publicity is the best, but it is too slow. Gossip has wings, but favorable news travels slowly. And as to the window—a newspaper announcement is often necessary to call attention to it."

THE TARIFF IS HARD QUESTION

On March 16th President Taft transmitted to congress a message pointing out the necessity for a revision of the tariff. On March 17th Chairman Payne of the ways and means committee introduced the new tariff bill, on which his committee had been working steadily for four months.

The tariff cannot be revised on theory but a long and careful study by those who are most familiar with such legislation is absolutely necessary. We take the following figures from the Scientific American:

The Division of Bookkeeping and Warrants of the Treasury Department states that the receipts derived from Customs, Internal Revenue, sales of Public Lands, and miscellaneous sources was \$601,126,118 for the fiscal year ending June 30th, 1908, while in the same period disbursements exclusive of the principal of the public debt were \$659,196,316. It is this deficit which the new tariff will wipe out, as well as give increased revenue for public works, increased protection, etc.

It is needless to say that the appropriations and expenditures of the government are increasing annually, but the revenues from imports have recently shown substantial gains; and should these continue, as there is every reason to believe that they will, the Treasury will be in good condition to await the approaching readjustment of the tariff.

REDMEN'S BIG DANCE MAY 12

The Redmen of this city are preparing for a big dance on May 12, in Orth's hall. The committee is laboring to make this one of the greatest affairs of the kind ever undertaken by the order in this city.

Supper will be served by the ladies of the Redmen who are already making arrangements for the big spread.

SHARKEY WANTS FIGHT

BOSTON, March 30.—Tom Sharkey, pugilist, announced tonight that if Jeffries does not challenge Johnson within three months he will issue one himself.

FIGHT A DRAW

BOSTON, March 30.—Dave Desler and Paeky McFarland fought a ten-round draw here tonight.

SCHOOL FUND FOR MARCH

The following is Apportionment of Jackson County School Fund, March 29, 1909. (\$5.00 per capita.)

No. DIST.	ADDRESS	SCHOOL CENSUS	AMT. AFFORTIONED	CLERK
1	Jacksonville	316	\$1530.00	Gus Newbury
2	Medford	97	485.00	A. Andrews
3	Ruch	50	250.00	D. E. Ruch
4	Phoenix	205	1024.00	D. Lehnrs
5	Ashland	1425	7125.00	T. H. Simpson
6	Central Point	370	1850.00	J. W. Jacobs
7	Barron	59	295.00	J. H. Cooke
8	Talent	42	210.00	W. J. Ferns
9	Eagle Point	97	485.00	E. S. Wolfer
10	Medford	50	250.00	W. A. Stewart
11	Beagle	31	155.00	W. D. Davis
12	Brownsboro	18	90.00	Nora Bradshaw
13	Climax	17	85.00	W. H. Holman
14	Tolo	63	315.00	F. W. Sifers
15	Medford	46	230.00	J. S. Bonar
16	Agate	56	280.00	H. Richardson
17	Gold Hill	67	335.00	Mrs. A. C. Bostwick
18	Beagle	41	205.00	C. O. Rogers
19	Lake Creek	45	225.00	H. G. Meyer
20	Gold Hill	28	140.00	Horace Pelton
21	Murphy	30	150.00	J. T. Blevins
22	Talent	121	605.00	C. W. Walters
23	Butte Falls	13	65.00	Jack Tungate
24	Phoenix	28	140.00	F. E. Furry
25	Rock Point	13	65.00	Mrs. Rose Haymond
26	Woodville	37	185.00	Fred Minthorn
27	Jacksonville	12	60.00	Frank Cameron
28	Prospect	8	40.00	W. A. Higinbotham
29	Medford	34	170.00	W. J. Harvey
30	Provoit	14	70.00	C. R. Hill
31	Eagle Point	24	120.00	Frank R. Neil
32	Gold Hill	35	175.00	Mrs. G. W. Mathews
33	Sterling	21	105.00	J. T. Miller
34	Applegate	26	130.00	Fred Jones
35	Woodville	100	500.00	Mrs. Rena Whipple
36	Beagle	28	140.00	E. C. Pomeroy
37	Eagle Point	24	120.00	Geo. A. Givan
38	Siskiyou	21	105.00	C. F. Bates
39	Brownsboro	23	115.00	E. D. Colby
40	Applegate	54	270.00	Mrs. N. Pernoll
41	Sams Valley	23	115.00	Mrs. M. Fredenburg
42	Lake Creek	29	145.00	M. D. Bowles
43	Jacksonville	29	145.00	Floyd Pearce
44	Table Rock	49	245.00	E. O. Bissells
45	Trail	28	140.00	Daniel Foollers
46	Asbestos	12	60.00	Mrs. S. E. Walker
47	Eagle Point	40	200.00	F. J. Ayres
48	Woodville	40	200.00	M. J. Rick
49	Medford	1242	6210.00	Oris Crawford
50	Trail	16	80.00	J. B. Hannah
51	Wellen	13	65.00	Mrs. N. Bryan
52	Sams Valley	44	220.00	W. L. Thompson
53	Brownsboro	13	65.00	Mrs. J. Goppert
54	Ashland	13	65.00	Ernest Apslegate
55	Trail	17	85.00	J. G. Briacoe
56	Talent	70	350.00	H. H. Goddard
57	Gold Hill	125	625.00	H. D. Reed
58	Steamboat	12	60.00	Mrs. C. C. Culy
59	Prospect	10	50.00	John Grieve
60	Soda Springs	27	135.00	D. N. Davis
61	Gold Hill	21	105.00	R. M. Cook
62	Wimer	63	315.00	C. E. Wickerstom
63	Eagle Point	12	60.00	A. B. Clarne
64	Trail	7	35.00	Alice Houston
65	Brownsboro	22	110.00	C. E. Terrill
66	Peyton	23	115.00	J. F. Citsworth
67	Wellen	12	60.00	Mrs. Laura Kershaw
68	Watkins	17	85.00	M. A. Watkins
69	Medford	54	270.00	W. G. Knips
70	Butte Falls	4	20.00	E. E. Smith
71	Derby	24	120.00	Mrs. M. J. Higinbotham
72	Talent	58	290.00	Geo. W. Dewey
73	Ashland	92	460.00	F. C. Holmes Sr.
74	Trail	12	60.00	J. W. Miller
75	Medford	11	55.00	A. M. Helms
76	Wellen	23	115.00	Mrs. H. C. Carnell
77	Jacksonville	10	50.00	S. B. Simmons
78	Trail	7	35.00	Fred Sturgis
79	Wimer	21	105.00	O. W. Miller
80	Persist	6	30.00	Chas. Morgan
81	Climax	4	20.00	A. Grimes
82	Buncom	26	130.00	Mrs. Lelid McKee
84	Derby	14	70.00	Mrs. Elsie Pence
86	Derby	4	20.00	Mrs. N. Higinbotham
87	Buncom	22	110.00	C. C. Pursel
88	Gold Hill	30	150.00	Mrs. Nellie Smith
89	Trail	20	100.00	G. H. Lynch
90	Eagle Point	23	115.00	Arthur Smith
91	Butte Falls	39	195.00	E. H. Watson
92	Ashland	28	140.00	Mrs. Gertrude Murphy
93	Prospect	5	25.00	Mrs. A. Kincaid
94	Shake	11	55.00	Mrs. C. W. DeCarlo

CENTRAL POINT COMMERCIAL CLUB

Monday evening a small party of citizens got together and determined to have a live business men's organization without further delay and drew up a subscription heading which set forth the object as being the advancement of the commercial interests of Central Point and naming the membership fee as \$5.00. A bunch of boosters immediately got busy and within an hour had enrolled about 32 members of the new club and the following morning 22 more were added. Practically every man approached put his name down and his money up without a word, and, if indications indicate anything, there is going to be the greatest bunch of boosters stirring around this bailiwick presently that ever came down the pike.

KING OF BOOSTERS ADDRESS MEETING

Tom Richardson's name has come to be a household word in almost every home in Oregon. He has been the practical, working head of the promotion department work of the Portland Commercial Club for several years and it is a fact that he has done more to advertise Oregon and to develop the latent resources of the state than any other citizen. As an orator he has few equals and his subject is always the same, "Boost Oregon."

The meeting is to be an open one for everybody in the valley and a special invitation is extended to the ladies of the town and surrounding country to be present.

This will not be merely a local meeting of the people of Central Point, but it is planned to make it a great meeting of all the commercial bodies of the valley with a view to bringing about more unity of effort in the work of promotion and development which is yet only in its infancy.

While Mr. Richardson will be the principal speaker of the evening, it is probable that other speakers from different sections of the valley and men who represent many important business enterprises which are now only in the initial stages of development will be on the program for short addresses. There will surely be much to interest and instruct every man and woman who attends the meeting.

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'.

DON'T EXPERIMENT

You Will Make No Mistake if You Follow This Jacksonville Citizen's Advice

Never neglect your kidneys. If you have pain in the back, urinary disorders, dizziness and nervousness, it's time to act and no time to experiment. These are all symptoms of kidney trouble, and you should seek a remedy which is known to cure the kidneys.

Doan's Kidney Pills is the remedy to use. No need to experiment. It has cured many stubborn cases in Jacksonville. Follow the advice of a Jacksonville citizen and be cured yourself.

S. P. Jones, Retired, living on the East side, Jacksonville, Ore. says: "I suffered for a long time from kidney trouble and although I used many remedies I was unable to obtain relief. My rest was broken many times during the night on account of the irregular action of the kidney secretions, and in the morning I would arise tired, lame and stiff. My general health was in a run down condition. One day I read an endorsement of Doan's Kidney Pills and decided to try them. I procured a box at the City Drug Store and in a very short time felt their beneficial effect. The symptoms gradually disappeared until I was without a sign of kidney trouble. I always keep Doan's Kidney Pills in the house and believe there is no remedy equal to them for kidney and bladder troubles."

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.

M'CALL WOULD FREE PHILIPPINES

WASHINGTON, March 30.—Representative McCall of Massachusetts believes the Philippine Islands should have their independence, and that if they were independent they should be neutral territory, so as not to become the theater of wars among foreign powers. Accordingly, he has introduced a resolution requesting the President to open negotiations with the various nations of the globe looking to an agreement for the neutralization of the islands and for the recognition of their independence whenever it is granted by the United States.

forth that the argument for not giving the islands their independence has been that if the United States abandon them some other nation would take them. This danger, it is set forth, can be removed by an agreement among the nations of Europe and Asia, whereby the independence of the Philippines would be declared and they would become neutral territory.

NOTICE

Many fires occur from soot in the chimney. At this season of the year you should have your flues cleaned. The undersigned will be in Jacksonville in a few days and clean chimneys without causing any dust or dirt.

W. H. YOUNG.



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?

IF you desire everything in Clothes that money can buy, here is the place to come. Picture to yourself the finest all wool suit it is possible to procure, and you see precisely what you obtain by ordering the famous International made-to-measure Clothes. The prices are popular and your chance for selection is the largest in the country.

ULRICH BROTHERS, Leading Merchants