



TALKS ON ADVERTISING

VI.—Selling Slow Sellers

By Henry Herbert Huff

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"Mr. Business Man, you were speaking of losing money on 'leftover' goods."

"Yes; I shall be glad to learn how I can avoid this loss."

"You cannot eliminate it entirely, but it can be very much reduced. I told you how to create a demand for new goods so they will move more freely, but the most experienced buyer will sometimes overstep or purchase the wrong kind of goods."

"The best way to avoid having many remainders is to buy right. Goods well bought are half sold. Study the wants of the people of the community. Buy what will sell, not what you like. Learn from experience the sizes and qualities that go best and stock up on these. Follow the trend of fashion. Study goods. Know all of their merits and defects. Learn all that is to be known about the lines you are handling. Buy in small quantities and often. Pay cash if you possibly can. The first cost may be less when you buy by the gross or ten gross; but, counting interest on money invested, deterioration in value, space occupied, the chance of going out of demand, etc., this difference is wiped out."

"The best of buyers will get 'stuck' occasionally. When it occurs make the best of it. Profit by the experience. You may stock up on something for which there is not the expected demand; you may buy heavily of an article that soon goes out of fashion; you may purchase more than regular selling will dispose of—whatever the cause or size, get rid of it!"

"But I hate to dispose of articles at cost or below."

"But you must! It is the most economical way out of it. You buy goods to sell—not to show. You can't afford to tie up capital in slow sellers, and then, too, the public gets a bad opinion of your store if you resurrect old goods each season or keep the same merchandise on your shelves year in and year out. Make things lively. Keep goods moving. Turn over stock frequently."

"If an article doesn't go at cost, mark it lower! If you can't sell it at any price, put something with it and sell them together."

"How about dull seasons?"

"There are no dull spells for the merchant who advertises. When trade begins to lag he increases his space and makes better offers. During the summer months he pushes seasonable goods by creating a demand for them and makes things lively with frequent bargain offers. Advertising creates an artificial demand. It will sell wool blankets in July, straw hats in November and fall suits in February. Likewise it will shift trade to the less busy days of the week. Monday is the big day in cities and Saturday in the smaller towns. By continued advertising of 'leaders' on Friday it has been changed from a dull day to one of the best."

"Good day!"

Miss Wilson, of Missouri, was in the city Monday.

C. L. Reames had business at the court house Monday.

REGULAR MEETING OF CITY BOARD

Every member of the board was at the meeting on time and took an active part in the deliberations.

Trustee Davis moved that a water committee be appointed, and after some discussion Mayor Shaw appointed Davis, Fick, Britt and Dunford. Mr. Davis presented the board with a letter from the Rogue River Electric Co., giving estimates on a pumping plant and pipe.

A petition was presented, signed by 22 citizens, asking the board to open E street and remove all obstacles and build a bridge across Jackson creek. This brought forth considerable discussion on account of the grand stand at the ball park being built 30 feet in the street. It developed that an ordinance was passed in 1902 vacating that portion of E. Street where the grand stand was built. The matter was referred to the street committee.

Sexton Lewis asked the board to have new stakes made and placed at the corners of the lots in the cemetery. Referred to the cemetery committee with power to act.

The report of the street commissioner was read and accepted.

The following bills were allowed:

A. E. Reames.....\$50.00
R. R. Electric Co..... 25.90
Fred Fick..... 71.50
Henry G. Dox..... 4.55

The board adjourned to meet Tuesday, April 13, at which time the charter will be prepared to submit to the voters.

CENTRAL POINT RAISES \$1000

At one of the most enthusiastic meetings ever held in Central Point \$1000 was raised for the purpose of advertising the city. A large delegation was present from the neighboring towns of the valley and assisted materially in organizing a Commercial Club.

Tom Richardson of the Portland Commercial Club and organizer of the Oregon Development League was on hand and praised the efforts of the Pointers. S. A. Pattison, editor of the Central Point Herald, presided and materially assisted in the organization. C. S. Sanderson did good work in perfecting the organization. He was in Jacksonville last week and invited a number of citizens to be present. Let the good work continue, without organization we can accomplish naught.

WANT OREGON FRUIT LAND

What a Traveler and a Note Book Did For Oregon.—Oregon Development League Doing Good Work.

(Special Correspondence.)

Meetings under the auspices of the local organizations of the Oregon Development League was held at Roseburg Monday, April 5th, at Central Point Tuesday, Oakland Wednesday, Cottage Grove Thursday, Eugene Friday, and Oregon City Saturday. The Central Point gathering will have delegations present representing the entire Rogue River Valley.

As a direct result of the advertising campaign carried on by the Portland Commercial Club, of which a feature has been the statement that people can buy their tickets to any point in Oregon just as cheaply as to Portland, and the fact that the money is spent in telling of the resources of the state rather than the attractions of the city, very few correspondents ask about Portland now-a-days.

In fact over fifty per cent of all the specific inquiries are about fruit lands. This is true because not only are agriculturists and horticulturists interested but men in the professional walks of life who want to get out into the open air find fruit growing especially congenial. Many of this class have been among our most successful growers in various parts of Oregon.

The inquiries about dairying are not numerous, but they come from those actually engaged in the work in other states, and undoubtedly a larger percentage of the dairy letters mean settlers than those on other subjects.

The magnificent work of the citizenship of Oregon, the co-operation of the churches and the school with the commercial bodies, has influenced nine-tenths of the people who are coming to this state on colonist rates so that they go direct to their place of final settlement, and the congestion felt so keenly at Portland during record-breaking 1907 is almost entirely done away with. As the crowning test of organization, Portland has had such loyal assistance from her business houses and citizens that 500,000 leaflets have gone out in their letters in a single month.

Oregon and other Pacific Coast states have an intense interest in the matter of tariff revision, just as do other sections of the country. Numerous resolutions have been adopted by commercial bodies approving a higher import duty on hops.

An enthusiastic Oregonian returning to the East for several months visit, provided himself in advance with a generous sized note book, and kept a record of all his travelling acquaintances and all his old friends with whom he talked in different parts of the country. These people are now getting booklets from every part of Oregon through the Portland Commercial Club. Others can assist very materially in this way.

ROOSEVELT AMID MESSINA RUINS

Messina, April 6.—Theodore Roosevelt and United States Minister Griscom arrived here this afternoon at 2:30 o'clock. King Victor Emanuel and Queen Helena met the party at the wharf. On account of the damage done to the pier as a result of the earthquake the admiral was unable to dock and Roosevelt and his party had to land in boats put off from the steamer.

The party inspected the ruins and Roosevelt said the damage was greater than that pictured in the American periodicals.

Roosevelt's appearance among the ruins here created the first enthusiasm that has been manifested since the earthquake. Thousands of people crowded the waterfront and the streets and broke into loud cheers when the party landed. Many sought to express their veneration of the ex-president by kissing his hand, and were repulsed with difficulty by his escort.

TORNADO EAST AND SOUTH

Memphis, April 7.—Ten are reported killed in a storm which swept over the northern part of Mississippi last night. The tornado was of wide area and caused great damage to crops.

Growth Of Jackson County

Since the discovery of gold in Jackson county in 1851, the mines have been the main stay and prop of this whole region. Placer mines have been the most numerous. Hydraulic power is used on quite an extensive scale by several companies, while rockers, sluices and wing-dams are utilized where the location requires them. The Sterling mine, about eight miles south of Jacksonville, is one of the oldest mines in Jackson county, and the largest in the United States.

The Opp Consolidated Mining Co. and Cyanide plant, one mile east of Jacksonville is operating a twenty stamp mill and a large cyanide plant.

The Blue Ledge mine located at Eileen, Calif., has spent over \$1,000,000 in development work. This company has a mountain of high-grade ore that must be treated in a smelter. This mine receives its supplies from Jacksonville.

FRUIT

Fruit that is grown in the Rogue River Valley is forcing its way to first place in the markets of the world. The soil and climate are very favorable to this industry, especially along the foot-hills where killing frosts are seldom or never known.

Peaches, pears, apples, apricots, figs and grapes are the most profitable crops grown in the valley. The flame tokay grape stands preeminently at the head of all other grapes grown on the Pacific coast. Our choicest grapes are shipped direct from Jacksonville to Los Angeles where they are repacked and distributed to the eastern markets. It is the only grape that will stand shipment. This is due to the fact that Jackson county grapes do not need irrigation.

Irrigated fruit do not have the keeping qualities nor the high flavor found in unirrigated fruit.

JACKSON COUNTY

Jackson county is the third county in the state from a point of wealth, and has shown a more rapid gain than any other county in Oregon.

The assessed valuation of Jackson county in 1882 was \$2,464,832, and today we are assessed at over \$26,000,000 with vast areas of unimproved land at our very door.

DENIES HONOR TO FULTON

Washington, April 6.—It was learned today that President Taft had definitely decided not to appoint former United States Senator Charles W. Fulton to the federal judgeship in Oregon, that was created at the last session of congress. The decision was made after a thorough and painstaking independent investigation of Fulton's qualifications and of his position in his party in Oregon.

United States Senators Bourne and Chamberlain were not asked for advice by the president, who, it is said, was firm in his determination to consult none of his senators.

On hearing of the president's decision both Bourne and Chamberlain consistently refused to make a statement.

It is understood here that when Taft requested the opinion of the other federal judges as to the possible appointment of the ex-senator the replies returned were unanimous in their disapproval.

Thus far there has been dropped no hint as to the identity of the successful candidates for the new positions on the federal bench in Oregon and Washington.

Serious At Toledo.

Toledo, April 8.—A tornado which visited Toledo and vicinity today did considerable damage and many persons were slightly injured. The roof of the plant of the Massillon Bridge Co. 180x440 feet, was ripped off and hurled into a field. Three hundred men are out of employment as the result.

Wabash Is Damaged

Wabash, Ind., April 7.—A tornado last night did thousands of dollars damage and caused injury to a score of persons.

Don't walk in the rain and mud but telephone the BOSS for what you want and it will be delivered to your door.

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.

Spring Oxfords

We now have on exhibition at our store the swellest line of Men's Ladies' and Misses' and Children's Oxfords ever shown in Southern Oregon. All the new shades including

Ox Bloods, Tans, Patent Leather, Etc.

At all prices. We sell shoes that fit your feet and a positive guarantee goes with each pair

Ulrich Bros.