

GENESE'S NOVEL HOME TRADE PLAN

Bringing People to Town Was the Object Sought.

HOW THE METHOD WORKED.

Local Interest in Business Stimulated by Monthly Public Auctions—Special Advantages Offered to Farming Public to Each Merchant Small.

The life of Genese is such that that of other small western New York towns, and it was decided to see if anything could be done to develop some local interest in trade. A number of the merchants of Genese decided to combine and form a business men's association to advertise the town and help the community, says the New England Farmer.

A large number of the men decided that the thing to do was to arrange some method for bringing the people to town. It was decided, therefore, to try holding a free auction each month. Any farmer could send in anything he desired to sell and the business men would advertise it, catalogue it, pay for an auctioneer to sell it and turn over the proceeds without any expense to the farmer.

At this time the different merchants arranged special prices on certain lines of goods—free. Several cakes of soap for 25 cents or nineteen pounds of sugar for \$1. One enterprising jeweler on the first public auction sold 500 solid silver trinkets at 17 cents each.

The public auction kept the farmers busy—horses, cows, hogs and farm products attracted several hundred men. People who would not come to town for any reason came on market day, and those who did not come to purchase came to discuss things and see what was going on.

The first market day was a decided success. The cost to the merchants was made up by a levy of \$1 each on the members of the association. It has since been decided that they will contribute \$1 each month and try the system for a year. The second auction was held under unfavorable circumstances, but was extremely profitable to the merchants, and some \$3,000 worth of farm stock was sold, nearly double that sold at the first auction.

At the third auction it was decided to add a new feature. Three weeks before the event notice was sent to all the county papers that a seed distribution bureau would be established by the association. A committee outlined the following plan: All farmers having farm seeds for sale anywhere in the vicinity were invited to send samples with the amounts they wished to sell and the price. In the case of seed corn they could send a sack of ears or half a peck shelled, half a peck of oats or beans and ten potatoes; also samples of grass, clover and alfalfa seeds.

First, second and third prize cards were awarded in each class, the judging being done by Dr. Gilbert of the State College of Agriculture at Ithaca. The fact of placing samples in competition added interest.

Since the auction was not to be held after dinner the morning was devoted to an institute, Dr. Gilbert giving an address on the importance of good seed. This allowed time to discuss the samples shown and to give in detail methods for their improvement. The exhibit and address were held in the village hall. On a bulletin board were posted the names of all people having produce to sell and of any person who wanted to buy, and the committee sought to bring the parties together.

In order that the farmers might see whether their soil conditions were similar a soil map of Livingston county was hung in the room, an advance copy having just been received from the United States department of agriculture.

A Flower as Rent.

A dispatch from Flint, Mich., reports that the local school board has secured a ninety-nine year lease of a site for a new school building at the rate of one clover blossom a year. The man who offered to rent the land on these terms is something of a poet, and the board in accepting the offer has entered into his spirit and determined, it is said, to make every year a carnival of payment of the rent. It is a pity that when sites are given, as they so often are, the generous donors do not exact some such rental as this. That will require a touch at least of beauty in the school yard. The requirement of a bunch of roses or of some other chosen flower which must be grown on the premises under the children's care would inject a new, a much needed and delightful element into school life.

Some Men's Advertising.

Once there was a man who advertised. He inserted in the local paper one inch card, which read: James Jones, Greener. I will sell the trade of the People. 4011 E. 18th St. This man paid 10 cents for this ad for one month. No one told him that they traded with him because he advertised, and he told the editor his paper was no good as a trade paper and to pay money for advertising was a waste. One year later the sheriff closed him out, and the man has never advertised since. Those who would advertise take warning.

VALUE OF PLAYGROUNDS.

How They Help in Making Children Good Citizens. Children, as well as their fathers, may help in making better citizens by keeping their home surroundings clean and neat, by refraining from drinking and smoking, and by being clean and neat in their attire and by being good in their behavior and training of character. Healthy, pure, and clean surroundings are essential for the child's physical and mental development. Children who are brought up in clean, neat, and well-kept surroundings will be better prepared to take their place in the world and to be good citizens.



STATE PARK OF A PLAYGROUND.

From the American City, New York. Streets of boys and girls and furnish for them "It is time to spend their leisure hours. The leisure period here is more toward making good use of their leisure hours. These leisure periods of law and order are not only a part of their play. They become a part of their life, and they obtain the essential ideas of good citizenship. An incident that happened in Los Angeles will show the efficiency of the playground in making the boys of the city. In a certain part of this city it had been the custom of the police department to put on two extra officers when the summer vacation of the schools began. This was necessary because it did not take long for the children to get into mischief. The year that the playground was opened the police officers were not needed, but much to the surprise of the police, they were not needed and were not needed in less than two weeks. This was made possible by the playground. The children went there instead of loafing around the streets and getting into trouble."

"NOTHING TO DO."

Dull Times Not Discouraging to the Man Who Keeps Himself Busy.

Nothing was so well as constant work. Often we hear a merchant complaining about dull times. Perhaps his neighbor is doing a rushing business for the simple reason that his neighbor keeps busy. If customers are not coming in so rapidly as he might wish the busy man takes time to get together and deliver some new scheme to bring trade to the store.

Perhaps he takes himself in rear ranging his goods in attractive manner on the shelves and in the show cases. If he finds some of the clerks who are complaining of his being dull he immediately gets those clerks busy getting out old goods, arranging them in a manner that he can carry on a cleaning up sale to advantage.

There is always lots of work to do. How many times do we find merchants who complain of dullness sitting inside and vainly endeavoring to look through windows covered with dirt and dust? How many times do we find the man who says there is nothing to do looking at a display of dirty goods in the show case?

Don't you forget it—if you have any business to look after you have something to keep you busy all the time. Nothing like keeping busy about the store. It is sure to pay in the end. Even the novice can keep busy reading some good trade paper and posting up on commercial ideas and make a winning theory.

SAFE HIGHWAYS AS ADVERTISERS

Neat, Unobstructed Roads Impress Visiting Autoists.

KEEP LIVE STOCK CORRALLED.

Manufacturers Wish to Build in Neat, but Must Watch Accident, His Auto Running into Town of Pigs. His Confessions in Drive is Lost.

By JAMES SCHNEIDER, JR. My friend, a glass manufacturer, was about to leave a building in a large city where he had become engaged in trade through increased business. He told me he desired to locate in a small town not too far from the city, a place in which his expert workmen would be likely to stay after he got them there.

"Why don't you try Newtown?" I suggested. "Newtown" he cried as he threw his hands up in horror. "Newtown! Why, my dear man, I want to keep as far away from Newtown as possible!" "Not Newtown up to the mountains" I queried.



THE TWO ENEMIES IN LIVE STOCK HANDLING.

"When I first discovered that my business was too large for its present quarters I looked around for a small town in which to put up a building of suitable proportions. I was favorably impressed with the neatness and convenience of Newtown and decided to go up there and select a site.

"I struck the place early in the afternoon. The day was ideal, and the town showed out to the best advantage. It was indeed pleasing, and I at once made up my mind to locate there."

"Hiding down the principal street, I was admiring the beautiful edifices used by the Methodists of the town when I was started by innumerable squeaks and a severe jolting of my machine, which caused me to lose control of the steering wheel. The auto was smashed up against a tree, and I—well, when I came out of the hospital I swore eternal vengeance against Newtown."

"I discovered I had run down a drove of pigs. Think it fits upon the principal highway of a town!" "In this little story fictitious names are used, but the event really occurred and in a town where civic pride was taught in the schools."

"Of all the advertisers a town has—every visitor is an advertiser—the automobilist is about the best. He may whirl through at the limit of speed, the law allows or may stop to patronize a local merchant or be on business bent. Whatever he sees in that town or if anything unusual occurs, whether good or bad, he is likely to speak of it to his friends. If it's good that's what you want and must work for, but if it is against the town, about its lack of civic pride or its bad roads, then that town suffers."

Why should the live stock be allowed to be a hindrance to the autoist? Does it benefit the cattle, the pigs or the poultry to run loose on the public highway? They can be better fed and receive closer attention if they are held in pounds. Have chickens, goats, cows if you wish, but also have a place where you can corral them, keeping them off the roads. Why destroy a town's good name by this neglect? The highway must be safe to the visiting autoist or he will avoid it, also warning others to keep away.

WITTY PRESCRIPTIONS BY THE BUSINESS DOCTOR.

Always keep always quiet. The trick with something to say is worth a dozen long talks. —W. C. Swain, Jr. Do not tell your business aims or plans. What you can know and the other man doesn't know is your best asset. Do not do today that which somebody else will do for you tomorrow. Some merchant somewhere some time may leave taken advantage of all of his accumulated list for his business, but not you or I. Better early and well yourself time late and sleep others walk long. A reliable man is one who always keeps what he says. No alarm clock is going to ring when time strikes the hour of opportunity. Fate never yet failed to reward the man who waited for something to turn up.

ATTRACTING CUSTOMERS.

Merchants Should Insist on Neat Appearance of Their Clerks. The clerk cannot be too neat in his appearance—that is, he should dress with common sense and not reach the degree of ostentatiousness by ostentatiousness. There is nothing more disgusting to the patron of a grocery store than to see some stowaway clerk with dirty hands and soiled clothes handling the foodstuffs which the customer desires to buy. It has been known that dirt on the part of the clerk has driven customers from the store. It is just as easy to keep clean as it is to be dirty, and cleanliness always pays. You can mark it down wherever you find a clerk who is "run down at the heels" in appearance that he is a non-progressive kind of fellow and not likely to make good headway. It is not a sign of economy, because an economical man is generally neat in appearance, though his clothes may not be of the choicest kind. Take at the dry goods counter. There is no use of being a dandy, neither is there any sense for one being dressed like a hobo. In fact, the large department stores in the greater cities of the country demand business on the part of the employee, and even follow to have shoes properly shined or wearing of dirty linen is enough for a reprimand, and a few reprimands on account of this neglect of personal dress mean discharge.

Cleanliness is not alone "neat" in appearance, but in case of the clerk often it means success.

CLEANUPS.

Value of Recognizing the Work of Children in This Line.

Enthusiasm, Mess, started a cleanup movement in April, and through the leadership of the Village Improvement Society, the young people were very active. They organized a Junior Village Improvement society and were so efficient in the campaigns for a cleaner town that when the day for carting away the rubbish came they found that the older people had remembered them by marking the coverings on the barrels with "J. V. I. S." The materials for loading the carts and wagons came from cellars, back yards, gardens and vacant lots. The hauling ran into a second day.

The changed appearance of the town was so much appreciated that an occasional Saturday during the summer was devoted to keeping the appearance of the town up to the top notch. Children are very effective in work of this kind, and they learn not only to clean up, but to scatter less rubbish for future cleanups. Gradually, too, they are able to reach their elders with the educational process, and finally things are kept where they belong and carried away at convenient intervals, thus giving the town a permanent holiday garb.

Roadside Improvement.

A strictly rural community, having no park and yet desiring to embellish the fair earth in its neighborhood, may take charge of a mile or more of one or more roads running through the district. Let them be kept clean from fence to fence, beginning with the first soaking rain of autumn. When the ground has been several times wet and the surface agitated sufficiently to generate and then kill all weed seeds sow flower seeds of various kinds in zones. No greater sight could be created than such a stretch of road in early spring when the flowers are all in bloom.

Civic Improvement Trip.

The state department of agriculture in Texas recently secured the services of D. H. Hemenway, a Massachusetts man who has become an authority on school gardens, for an educational campaign of a month or more. Mr. Hemenway traveled from town to town, speaking on school gardens, the home beautiful and civic improvement. For the most part his lectures were illustrated. The interesting feature of the news is that this missionary journey was taken under the auspices of a state department.

Judged by Appearances.

When we meet a man whose face looks frank and whose talk is fair and a woman whose talk is frank and whose face is fair we are attracted to them. It is the same with stores. We like frankness and fairness on the face of them. The world, you and I as well as the rest, is prone to judge by appearances.

Suits That Were

\$20.00

Coats That Were

\$25.00

These Suits

Are the celebrated La Vogue. Heavy and medium grades, suitable for spring wear.

Ladies' Coats

That must be sold. 25 per cent. reduction on all garments.

We Sell Now for

\$15.00

We Sell Now for

\$18.75

Clifton & Cornett

AT THE OLD BRICK STORE.

Horses for Sale.

On the old L. N. Smith ranch, near Prineville, 125 head of horses and geldings, large enough for work horses, will be sold in any number at reasonable prices. For further information address G. H. Elliott, Prineville, Oregon. 12-11-11

Hay for Sale.

Good hay for sale, wheat, rye and alfalfa mixed. Write or phone 1283-1284. E. A. Brewer, Prineville, Oregon.

Lost.

I lost an auto tire valve on Third Street, Prineville, last Monday. Finder please return to E. A. Brewer, Prineville, Ore. & Tel. Company office. 2-11-11.

Deaths.

In the County Court of the State of Oregon, the County of Crook. In the absence of the heirs of the estate of the late J. H. Hemenway, deceased, who died on the 11th day of April, 1911, the undersigned, J. H. Hemenway, Jr., of said county, was appointed administrator of the estate of said J. H. Hemenway, deceased, and he has filed his final account with the county clerk, to-wit: J. H. Hemenway, Jr., administrator of the estate of J. H. Hemenway, deceased, \$1,200.00. Also: A. E. Hemenway, Clerk. J. H. Hemenway, Jr., Administrator of the Estate of J. H. Hemenway, deceased. 12-11-11.

Notice to Creditors.

Notice is hereby given, by the undersigned, the administrator of the estate of J. H. Hemenway, deceased, to all persons who may have claims against the estate of J. H. Hemenway, deceased, to file the same with the county clerk, to-wit: J. H. Hemenway, Jr., administrator of the estate of J. H. Hemenway, deceased, on or before the 15th day of December, 1911. Also: A. E. Hemenway, Clerk. J. H. Hemenway, Jr., Administrator of the Estate of J. H. Hemenway, deceased. 12-11-11.

Brewster Engineering Co.,

Prineville, Oregon.

Surveying, Mapping, Estimates.

Please, Pioneer 234.

Personal Health and Purity.

Up-to-date American literature, adapted for all sorts and conditions of people, may be seen or had at Dr. Fox's, 106 1/2, Main Street, Prineville, Or., 12-11-11

Summons.

In the Circuit Court of the State of Oregon for Crook County. J. C. Robinson, Plaintiff, vs. Oscar Baldwin, Defendant. To Oscar Baldwin, defendant: You are hereby required to appear and answer the complaint filed against you on or before the 15th day of March, 1911, and if you fail so to appear and answer, the plaintiff will take judgment against you for One Hundred Nine hundred and ninety-nine Dollars with interest thereon at the rate of six per cent per annum from the 25th day of March, 1908, and for his costs and disbursements of this action. This summons is published by order of the Honorable H. C. Ellis, Judge of the County Court of the State of Oregon for Crook County, made and entered on the 25th day of January, 1911, and the date of the first publication of this summons is January 26th, 1911.

M. B. ELLOTT, Attorney for Plaintiff.

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Notice of Publication.

Department of the Interior, U. S. Land Office at The Dalles, Oregon January 15, 1911.

Notice is hereby given that WILLIAM H. GANN, of Prineville, Oregon, who on September 27th, 1901, made Homestead No. 1289, Serial No. 9485, for S. W. 1/4, S. W. 1/4, S. W. 1/4, S. E. 1/4, Section 25, Township 41 S., Range 8 E., Willamette Meridian, has filed notice of intention to make final five-year proof, to establish claim to the land above described, before Warren Brown, County Clerk, at his office at Prineville, Oregon, on the 25th day of February, 1911. Claimant names as witnesses: E. A. Brewer, Adolph E. Stevens, Ira Kay, Arthur Munkler, all of Prineville, Oregon. G. W. MOORE, Register.

Ithaca 5 1/2 LB 20 BORE. The lightest American shotgun. Thirty 20 gauge shells weigh more pounds than thirty 12 bore shells. You can get into action quicker and it won't tire you. Penetration better than a big bore—its shooting will surprise you. ITHACA GUN COMPANY, BOX 123, ITHACA, N. Y.

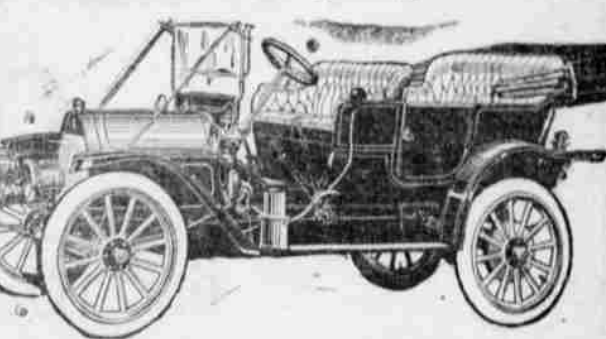
I have bought the bicycle repair business from E. G. Hodson and am prepared to do all work in that line.

L. KAMSTRA, Jeweler

Statement of Resources and Liabilities of The First National Bank of Prineville, Oregon. At the close of business Jan. 7, 1911. RESOURCES: Loans and Discounts \$1,100.00, United States Bonds \$2,800.00, Bank Deposits \$2,500.00, Cash & Due from Banks \$24,750.00, Redemption Fund 625.00, Total \$32,775.00. LIABILITIES: Capital Stock paid in \$20,000.00, Surplus Fund earned \$8,000.00, Undivided Profits \$3,750.00, Overvalued Assets \$500.00, Deposits \$11,525.00, Total \$32,775.00.

B. F. Allen, President; Will Worzwiler, Vice President; T. M. Baldwin, Cashier; H. Baldwin, Ass't Cashier.

Crook County Agent For



1911 REO. \$1500

Complete with Top and Glass Front, F. O. B. Portland. 30 h. p., 5 Passenger Touring Car and 4 passenger Roadster.

"APPERSON"

A High Grade Car, 30 h. p., to 50 h. p.

J. C. ROBINSON, Madras, Oregon

LUMBER

Shingles, Mouldings, Windows, Doors, Glasses, Etc. Etc., Etc. SHIPP & PERRY PRINEVILLE, OREGON

For Sale. Cream Separator, 750 lbs. an hour, wind mill top and Sulley Flow. For particulars see John Matheson, Prineville, Oregon. 2-11-11.

The Crook County Journal Official County Paper \$1.50 Per Year. 75 Cents for 6 Months