

40 Business Men Attend Independence Meeting

O. S. C. LEADERS MAKE SPEECHES

Advertising and Purchasing Problems Brought Up by Vance, Bixell

INDEPENDENCE, May 16.—The Commercial club met in the parlors of the Presbyterian church Tuesday evening at 6:30. Forty men were present.

After a brief business meeting, the president Harry Keeney introduced Dean J. A. Bixell, dean of the school of commerce, O. S. C. who spoke on "The Present Problem of Business." He brought out the fact that during the war 30 million men learned to do the work which had been done by 40 million and that now 20 million men are doing what was 12 years ago done by twice that many. This has greatly increased production. The great problem of business now is to find legitimate and uniform markets. Agriculture is at the highest stage of perfection in its pursuit but has not met the problem of marketing.

Following Dean Bixell's address Prof. Vance, teacher of advertising and selling in the same department spoke on "Three Business Barriers." The first of these is "Poor Buying," the second, "Indifferent Selling," and the third, "Careless Advertising." The merchant should buy what the people want not what he would like to sell because he can buy it in job lots or for some other selfish reason. 67% of the business of the U. S. is done by independent store which fact shows that there is personality in business.

"Advertising should tell people what they want to know," said Vance. "It should tell the truth, not using tainted testimonies. Among other things which make for success in selling are these: good fair assortment, well arranged; money back if not satisfied; truthfulness about the merchandise; prices in plain sight; quick, courteous, and accurate treatment; children and servants treated as the one ordering the goods; accurate filling of telephone orders; and the same price to everybody.

Prof. Vance is to conduct a business institute in Independence, July 12 and 13.

In "Show Boat" Film



Laura La Plante and Joseph Schildkrant take leading roles in the "Show Boat," which comes to Salem Wednesday for a week's engagement. Frank High of the Capitol made special arrangements to get the picture here.

FUNERAL RITES OF MISS HERR LARGE

Host of Relatives, Friends Pay Final Tribute to Pratum Woman

PRATUM, May 16.—The funeral procession for Miss Alice Herr was the largest that has been witnessed here for some time. At least 75 automobiles went to the cemetery, and had it not been for limited parking space probably over 100 cars would have been in line.

The floral decorations were most beautiful. She was a member of the Menonite church and an active worker in Sunday school and Christian Endeavor. She has over 50 relatives living in Marion county including four grand parents.

PLAYLET IS PUT ON BY P. T. A. GROUP

INDEPENDENCE, May 16.—Mr. and Mrs. Buren Smiley and family from Portland spent Sunday, Monday and Tuesday at the Charles Smiley home.

The Parent-Teachers association met in the Training school Monday afternoon with Mrs. D. F. Lamb presiding. The program was: Playlet "From Danger Valley to Safety Hill," by the fifth graders under the direction of Miss Krueger. A talk on the health of the children by Miss Deutch.

Mr. Dussy of the normal school gave a very interesting talk on "The Type of Activity for Children in Relation to Athletics." Election of officers for next year then took place. New officers are: President, Mrs. Lee L. Herschberger; first vice president, Mrs. O. G. McConnell; second vice president, Mrs. A. A. Hannegas; secretary, Mrs. Bolt; treasurer, Miss Gothard.

Browns Entertain At Weekend Meet

PARKERSVILLE, May 16.—Mrs. W. B. Brown, who is suffering from high blood pressure, is feeling slightly better. She and Mr. Brown entertained the following callers during the past week: Mr. and Mrs. H. D. Brown of Champeo, Mr. and Mrs. J. W. Starr of Bremerton, Washington, and Mr. and Mrs. Thompson and Owen Thomason of Turner.

MOTHER'S DAY TIME FOR LINCOLN MEET

Mr. and Mrs. C. C. Grimm Have Son and Family Over Sunday

LINCOLN, May 16.—"Mother's day" guests at the home of Mr. and Mrs. C. C. Grimm were their son and family, Mr. and Mrs. L. W. Grimm and sons, Robert and Joseph of Portland, Mr. and Mrs. George C. Perdue and son Alvin. Mr. Perdue is a well known farmer from near Monitor. Mrs. Perdue is a sister of the hostess. L. W. Grimm is a special mechanic with the Shell company of Portland.

Mr. and Mrs. W. R. Edwards and two children, Elnoora and Kenneth of Lincoln, attended the annual reunion of the Edwards clan at the home of Henry Edwards at Roberts Sunday, May 12. They reported a big attendance, some of the relatives coming from as far away as Idaho to be present.

When Mr. and Mrs. Edwards returned to their home they brought with them as guests for the evening, Mr. and Mrs. Alfred Shearer of Caldwell, Idaho and their son and daughter-in-law Mr. and Mrs. James Shearer of Payette, Idaho. Other guests were Mr. and Mrs. Arthur Durham and daughter and Mr. and Mrs. Ivan Merrick and two children all of Lincoln.

LYONS MAN BUYS SHOP AT SILVERTON

SILVERTON, May 16.—I. L. Sneed of Lyons, Oregon has recently purchased the Silverton Tire and Top Shop located on First street at Lewis, from the original owner, Elmer Ferguson. Mr. Sneed is also buying the building in which his new business is located from L. Robenolt. In addition to the repair business, Mr. Sneed will continue with his manufacture of fishing rods, and equipment, which he has carried on in Lyons for some years.

Mr. Ferguson is taking over a 160 acre ranch near Lyons in the trade which was made through the Homeseeker's agency.

\$60 Worth of Hides Stolen at Gervais; Meat Also Missing

GERVAIS, May 16.—Nine beef hides and four veal hides were stolen from Cutsforth slaughter house last week, valued at \$60. A quantity of meat was also taken.

The senior class of the Gervais high school is now busy planning for commencement. There are 14 in the class who will graduate May 24, as follows: Ellen Vogt, Rose Leith, William Kuhn, Louise Harms, Hazel Seeley, Frank Henny, Helen Harms, Zoe Cutsforth, A. G. A. Leith, Monica Schwab, Henry Eder, Martin Schlechter, and Catherine Lelack, and Daniel Lemery.

LAST RITES SAID FOR HANS OLSEN

WOODBURN, May 16.—Funeral services for Hans Olsen, who died at the age of 50 at his home north of town Sunday, were held from the Hall undertaking parlor Tuesday afternoon with Rev. Henry G. Hanson officiating. Miss Gladys Renn sang during the services, which were conducted under the auspices of Woodburn lodge, No. 106, A. F. & A. M.

Funeral services were held at the home of Hans Olsen, who died at the age of 50 at his home north of town Sunday, were held from the Hall undertaking parlor Tuesday afternoon with Rev. Henry G. Hanson officiating. Miss Gladys Renn sang during the services, which were conducted under the auspices of Woodburn lodge, No. 106, A. F. & A. M.

PIANO RECITAL IS GIVEN FOR STUDENTS

INDEPENDENCE, May 16.—Mrs. C. Moyer had a recital for her piano students Saturday afternoon. The program was as follows:

Duet, "The Class of School,"—Hilda Kurze and Frank Arrell. April Song and Three Clocks, Effie Baker. Solo, "In the Starlight," Ione Moore; Falling Leaves, Hope Herschberger. A Rainy Day and The Boat Song—Heta McLaughlin.

Two piano solos "Hippity Skip" and "Indian Dance," Hope Herschberger. "The Dance of the Dwarfs Across the Fields," Audry Baker. Song of the Plowman, Frank Arrell; duet "Tripping Through the Heather,"—Carol Bristol and Mrs. Moyer.

Lingering Shadows,—Ernestine Smiley; At Evening,—Carol Bristol; Reverie,—Leonard Ranton. Two duets, "Silver Clouds" and "Sons Souci"—Mrs. Moyer.

Mrs. J. B. Violette and her two daughters, Oral and Margaret and two sons, Lowell and Junior went to Corvallis Sunday to visit Mrs. Violette's brother, J. M. Shipley.

Operation Saves Life Of Youth

PARKERSVILLE, May 16.—Eugene Lee was rushed to the Willamette sanitarium, Tuesday morning for an appendicitis operation. The young man had been ill for nearly a week and grew worse Monday, so a call was sent for a doctor. When he arrived he found Lee in a very serious condition, with a speedy operation the only hope. The operation was successful, and it is believed that he will recover in due time.

Rosedale Section Has Share Of Its Weekend Visitors

ROSEDALE, May 16.—The Cole family went to Portland Sunday to visit Mr. Cole's mother.

Mrs. Haldy and Miss Laura Cammack motored to Newberg Saturday to the Friends quarterly meeting held there.

The teachers have entertained their rooms separately in jolly picnics held on Thursday and Friday of the past week.

The Ladies Missionary Society of the church met at the home of Mrs. Bingenheimer, May 8.

Mrs. Noot, formerly of this community passed away this week end at Cloverdale, Oregon.

Mr. and Mrs. Ladd and family are visiting friends here. Mrs. Ladd was formerly Jasmine Hollister of this community. They have just motored from Iowa.

FIRE NEARLY WIPES OUT LEE HATCHERY

AUBURN, May 16.—A complete fire equipment saved the Lloyd Lee hatchery from what would have been a very disastrous fire Sunday morning. The fire started under the floor of one of his brooder houses, which was a 10x12 wooden structure, where a coal brooder was being used. Lee and one of his assistants first noticed smoke was issuing from the building.

NORTH HOWELL HOME SCENE FOR PARTY

NORTH HOWELL, May 16.—Saturday evening, the home of J. S. Coomler was the scene of a merry gathering when Miss Susie Coomler and her brothers, Howard, Russell and Edwin were hosts to a large crowd of young people.

Games were played and a welcome roast with buns and coffee enjoyed by everyone.

Recital at North Howell The music pupils of Miss Edith Dunn gave a very enjoyable recital on last Thursday evening.

Pupils who participated in this very charming affair were: Margaret Dunigan, John Coomler, Charlotte Van Cleave, Helen Davis, Alice Dunn, Evelyn Coomler, Harold Dunn, Lois Coomler, Nora Rutherford.

Mrs. Gertrude Cameron of Silverton who is Miss Dunn's teacher and Miss Dunn herself also played some lovely numbers.

Guests present included: Mr. and Mrs. Maurice Dunigan and family, Mrs. Kenneth Coomler and children, Mrs. Van Cleave and three children, Mr. and Mrs. Walter Rutherford and two daughters, Mr. and Mrs. Fiest and son Leonard, Mr. and Mrs. M. A. Dunn and family.

Lunch was served by Mrs. Dunn and Miss Edith at the close of the recital.

Regular grange meeting was held Friday evening at the North Howell Grange hall with 43 members present and every officer but one in their respective chairs.

BRUSH COLLEGE HAS MOTHER'S PROGRAM

BRUSH COLLEGE, May 16.—The Mother's day program given by the Brush college Sunday evening was well attended and thoroughly appreciated. The first part of the program was put on by the children of the Sunday school in charge of Mrs. Corydon Blodgett, assisted by Mrs. Ann Irons. It was composed largely of singing and readings.

JEFFERSON MOTHER GUEST OF DAUGHTER

JEFFERSON, May 16.—Mrs. Joe McKee spent the weekend in Corvallis, a guest of O. S. C. where her daughter, Verna is attending college. A breakfast was served Sunday morning to the mothers of the students, at which time Miss Verna sang "Mother Machine" in honor of the occasion. Mrs. McKee was entertained at Snell hall during her stay at O. S. C.

Garden Club Has Regular Meeting

INDEPENDENCE, May 16.—The Garden club met Monday evening at the grade school. S. W. Mureney spoke on the different kinds of shrubs and how to train them. He also urged the growth of fir and holly trees.

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