

## Independence Enterprise.

Issued weekly from Independence Oregon Chas. E. Hicks, Publisher and Proprietor.

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Subscription, \$1.50 Per Year

### SUCCESS MUST FOLLOW.

Don't be afraid of failure. Though it may appear that your efforts are a failure, persistency in advertising, as in everything else, is sure to win. You know to a certainty what amount of money you should devote to newspaper advertising. Don't hold any of it back. Keep continually at your advertising and from the impenetrable darkness of uncertainty will blaze forth your reward: S-U-C-C-E-S-S.

If you are not spending the amount of money that you should for advertising, then you are "squeezing" the eagle to no purpose, and you are showing little regard for your patrons who pay you the same prices for your goods that they pay the merchant who does advertise. Your patrons know that the best asset that a country can have is a creditable newspaper. "Agreed, but we have never had—" We hasten to cut off this objection with the advice: "Don't confess anything, lest the question might be asked, 'Whose fault is it?' A wide-awake newspaper is one of the most healthful influences in a community, and although the publishers as a class do not get paid in proportion to the services rendered, they are men, generally, of public spirit, working for the upbuilding of the community in every way possible.

A merchant who does not advertise is holding out on everybody. First, he is holding out funds which belong to publicity purposes. Prices of goods in this age include cost of advertising. "Oh, yes, but these are my individual prices," objects the merchant. No, they are, the same prices that are charged everywhere else and the same goods are often advertised at less. Second, he is taking this money from patrons who pay for advertising that is not done, and last, he is ignoring the very institution which has done much to make it possible for him to come into the community and set up for business. "I am a pioneer merchant of this town and grew up with the business I now have." You came here when the newspaper came and the business that you now have has come largely through new settlements that have been made through the constant efforts of the paper. Your business will continue to grow, for people who read your home paper will say, "It is a good country and a good place to go to make a home as is easily judged by the paper."

### WHAT OTHERS SAY OF US.

W. H. Jenkins, traveling passenger agent of the Southern Pacific Company, was in this city Tuesday, and while here called on the Enterprise to renew his acquaintance with the publisher. Mr. Jenkins, like the company he represents, is very much

interested in the advancement of the Willamette valley towns and in speaking of ways and means by which the work of rejuvenating Independence might be accomplished he said: "I think that if the people of Independence were properly organized into a commercial body it would enable them to work as a unit in developing the town and with an organization, and by the way, I understand you have one started now, Tom Richardson of Portland would consent to come and address your people, telling them what other towns in the state are doing and how they are doing it. The amount of it is that the railroads are doing everything in their power to develop the towns and country adjacent to and served by their lines, and if the town would get together and organize properly for this kind of work there would be some way in which the company could begin to work in harmony with the people. There is no town in the state," continued Mr. Jenkins, "that is, for its size, going ahead like McMinnville. That town is well organized and it is through the efforts of the organization and co-operation of other organizations of the state that their progress is being made. The reason why I know this is because of the greater amount of household goods that is being shipped to that city from the East. Organize and get in line with the other wide-awake towns of the valley. Independence deserves to be a much better town than it is."

Mr. Jenkins has given us some good pointers in this little talk of his. As has been the custom heretofore, it is now up to the people of the town to fold their arms tighter, cock their feet up higher and pull their hats down lower over their brows and show the stubbornness of their nature. And, by all means, don't join that struggling little club that has hoped to do something for Independence, something that you should have done long ago.

### Had a Close Call.

Mrs. Ada L. Croom, the widely known proprietor of the Croom Hotel, Vaughn, Miss., says: "For several months I suffered with a severe cough, and consumption seemed to have its grip on me, when a friend recommended Dr. King's New Discovery. I began taking it and three bottles effected a complete cure." The fame of this lifesaving cough and cold remedy, and lung and throat healer is world wide. Sold at all druggists. 50c and \$1.00. Trial bottle free.

### Puts on Early Morning Train.

During the month of November the Independence & Monmouth Ry. Co. will operate a special train to Monmouth and Airline, leaving Independence at 7:30 in the morning. This will be good news to those students of the Normal School who are attending from Independence and who desire to live at home. After a month's trial the train will be put on regularly if the service justifies.

### For Chapped Skin

Chapped skin on the hands or face may be cured in one night by applying Chamberlain's Salve. It is also unequalled for sore nipples, burns and scalds. For sale by P. M. Kirkland.

### RASPING THE POOR EDITOR

How the Irate Subscriber Vents His Wrath in England.

A country editor was made to writhe in keenest humiliation of spirit on receipt of the following scathing criticism by a subscriber on the conduct of his paper:

Dear Sir—I hereby offer my resignation as a subscriber to your paper if it be a pamphlet of such small consequence as not to benefit my family by taking it. What you need in your shete is branes an some one to russell up news an rite eddytorials on sensibal topicks.

No mension has been made in your shete of me butcherin a pig weighin 269 pounds or of the gaips in the chickens out this way. You stejusly ignore the fact that the dry rot is eating things up out here an say nothin about Bill Simpson's durham bull calf breakin its legs fallin down a well or of grandma Sipes a havin the sore legs.

Two important weddins here has been utterly ignored by your kolumns, an a two-kolumn obituary writ by me on the death of grandpa Henry was left out of your shete, to say nothin of a alfabeticle poem beginnin with "A is for Andy an also for Ark," writ by my darter. This is why your shete is unpopuler here. If you don't want eddytorials from this place an ah't goin to put in no news in your shete we don't want said shete. Yours in disgust,

HIRAM DOAKS.

P. S. If you print that obituary in your next issou I may subscribe again for your shete. H. D.

—Tid-Bits.

### Eugene Does Advertising.

As a suggestion as to what an Oregon community can do if it tries, a letter received by Tom Richardson from the Commercial club of Eugene says that the club has been inserting classified advertisements in the newspapers through the East, with the result that it has had to secure an extra expert stenographer to answer the communications sent it by prospective Oregon settlers, the inquiries keeping four people busy in the office of the club, says the East Oregonian.

Oakland, Oregon, is the latest community to get out a booklet describing its attractions, and it has done it in a way that should prove almost irresistible to the reader. The photographs are especially beautiful, particularly those of the Southern valley, which as yet is but little developed.

A new booklet on Hood River and one on Walla Walla, Wash., are in course of preparation by the Sunset people for the development organizations of those two cities.

### More Than Enough is Too Much

To maintain health a mature man or woman needs just enough food to repair the waste and supply energy and body heat. The habitual consumption of more food than is necessary for these purposes is the prime cause of stomach troubles, rheumatism and disorders of the kidneys. If troubled with indigestion, revise your diet, let reason and not appetite control and take a few doses of Chamberlain's Stomach and Liver Tablets and you will soon be all right again. For sale by P. M. Kirkland.

### EAST DALLAS.

The fine weather is appreciated by the farmers.

Fall work is progressing rapidly. Last Sunday, the 18th inst., while visiting at the home of their parents, the five-year-old son of Mr. and Mrs. A. G. Rempel got badly burned with carbolic acid. The wound is healing nicely now.

F. A. Hoser reports having threshed nearly ten tons of clover seed from fifty-five acres. He thinks it will average \$50 per acre.

Dr. M. Hayter is having a good deal of his cherry and apple orchard sowed to vetch.

The warehouse at Polk Station was blown from its foundation by the big storm last week.

### Where Bullets Flew.

David Parker of Fayette, N. Y., a veteran of the civil war, who lost a foot at Gettysburg, says: "The good Electric Bitters have done me worth more than five hundred dollars to me. I spent much money doctoring for a bad case of stomach trouble, to little purpose. I then tried Electric Bitters, and they cured me. I now take them as a tonic and they keep me strong and well." 50c at all druggists.

### A Healthy Family.

"Our whole family has enjoyed good health since we began using Dr. King's New Life Pills, three years ago," says L. A. Bartlett, of Rural Route 1, Gulliford, Maine. They cleanse and tone the system in a gentle way, that does you good. 25c at all druggists.

# Bishops Ready Tailored Raincoats and Overcoats

For Men and Young Men are Unmatchable at \$8 to \$30



When you buy an Overcoat or a Raincoat you want one that will give you satisfaction for several seasons, one that will be in style, fit accurately, and will not lose its shape in the most trying conditions, and one that is rain proof. Here you can get precisely what you want in the

Season's Smartest Coats

\$8, \$10, \$15, \$20

and up.

## Salem Woolen Mill Store

Salem, Oregon.

# MONUMENTS

Monuments carved from soundest and handsomest of native and foreign granites and marbles. The highest quality of material and workmanship is my fixed policy. I have on hand a large stock finished ready for lettering of which I can make quick delivery. I have, besides, on the sea and coming by rail many others that will arrive in time for Fall delivery. Prices uniform and as low as any reliable house on the coast

## Salem Granite & Marble Works

W. W. MARTIN, Proprietor

239 Liberty Street, SALEM, OREGON

## Public Auction Sale

Having sold the farm, I will close out at Public Auction at my residence near Lewisville, on the Luckiamute,

SATURDAY, NOVEMBER 7, 1908

at 9:30 o'clock a. m., the following property:

3 horses, 1 mare and 5-months-old colt, 4 cows will be fresh in December, 12 steers and heifers fat for beef, 4 spring calves, binder (been run 4 years), mower (new), shoe drill (13 shoes), 16-inch sulky plow, 14-inch walking plow, 10-inch walking plow, double shovel plow, spring tooth harrow, Mitchell wagon (3 1/2 spindle), buggy, 2 1/2 sets harness with breeching, platform scales (1200 lbs.), hand truck, a quantity of wheat, oats and hay, 6 bedsteads and 6 wire springs, 3 bureaus, 4 tables, 10 chairs, wool bed, 2 excelsior beds, 2 cooking stoves, 2 heaters, cooking utensils, 8-ft. cross-cut saw, 7 fifty-gal. barrels, and many other articles.

TERMS OF SALE—Under \$10 cash; on sums of \$10 and over a credit of ten months will be given on furnishing a bankable note drawing 6 per cent interest, payable at the Dallas National Bank in Dallas, Oregon. 3 per cent discount for cash on all sums entitled to credit. FREE LUNCH AT NOON.

A. WING

E. H. Hosner, Auctioneer

Surprise Birthday Party. Miss Dora Yeley entertained a few relatives and friends at a dinner in honor of her sister, Mrs. J. A. Glas-

ner, Saturday, October 24th, it being the occasion of her birthday. She was the recipient of many presents. The day was very pleasantly spent.

Those present were: Mrs. Edminston, Mrs. Edna Brown, Mrs. Hattie and Master Ivan Williams, Mrs. J. and Stella Bagley.

# 70 YEARS

There are two kinds of whiskey. One is—the other isn't.

The kind that IS contains all the constituents that come from proper distillation and ageing—That's what makes it REAL whiskey.

The kind that ISN'T is made of alcohol, prune juice and head oil or is simply alcohol put in charred barrels, and branded whiskey.

The Pure Food Law aims at having the consumer get exactly what he calls for.

When you call for whiskey ask your dealer if it will respond to a government laboratory test.

Ask him if he guarantees it.

Then you will know what you are paying your money for. Buy the brand you know, the standard for 70 years.

Cyrus Noble—pure whiskey—all whiskey—old whiskey.

4 quart bottles of GENUINE CYRUS NOBLE direct to you, all charges paid to the nearest railroad express office. \$4.90

W. J. VAN SCHUYVER & CO. Established 1864. 105-107 Second Street, Portland, Oregon

W. J. Van Schuyver & Co., Portland, Oregon. Enclosed please find \$4.90 for which please send me at once by express, prepaid, four quarts GENUINE CYRUS NOBLE.

Name \_\_\_\_\_ Ship Via \_\_\_\_\_ P. O. Address \_\_\_\_\_ State \_\_\_\_\_

# DIRECT TO YOU