

INDEPENDENCE ENTERPRISE

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FIFTEENTH YEAR

BUSINESS MEN BANQUETED

COMMERCIAL CLUB GIVES SPLENDID ENTERTAINMENT

Was the Grandest Event in the History of Public Enterprises of Independence—Enthusiasm over Organization Ran to Fever Heat.

The most auspicious gathering ever assembled in the city was that which gathered in the Masons' Banquet hall in Independence Monday night as guests of the Independence Commercial Club. That it was a grand affair is the universal opinion of all who were fortunate enough to be present. The banquet was prepared and presided over by many of the public spirited women of the city and the tables were a long range of artistic settings and decorations. The rooms were beautifully decorated with evergreens and Chinese lanterns. More than one hundred business men of the city were present on the occasion, besides a number of invited guests from a distance. An orchestra of splendid musicians rendered stirring music during the banquet. Outsiders were astonished to find that Independence could boast of such high-class musicians.

The banquet was presided over by Hon. B. F. Jones, mayor of Independence, as toastmaster. As toastmaster Mr. Jones broke the ice with an address that for earnestness and eloquence has been equaled but few times in Independence. It is unnecessary to go into detail, suffice it is to say that it was intended to shame any who would think of deserting the ranks or fail to enlist and work with a commercial club for the advantages that are to be secured to such an institution. The attendance was made up of those who usually attend doings of public enterprises and as a representative body of all interests of the city there have been few better gatherings. Addresses were made by Col. E. Hofer, Hon. C. L. Hawley, Hon. Ralph W. Hoyt, H. Hirschberg, Hon. J. S. Cooper and others. Their talks were brimming with enthusiasm and all references to the Independence Commercial Club was cheered to the echo. The climax came when Mr. Hawley jumped upon a chair amid the din of congratulations, handshaking and other demonstrations and proposed three rousing cheers for the Independence Commercial Club. Even the ladies present forgot their usual modesty and joined in the cheering with their handkerchiefs waving high over their heads. Feelings were overwhelming and everybody shouted.

When the count was made the following day the club found itself increased by an additional new membership of more than forty.

A pleasant dance was enjoyed after the exercises in the banquet hall. Mr. Hoyt is, indeed, one of the boys.

With a membership of about sixty the Independence Commercial Club is now well up in working condition and it is expected that valuable services to Independence and Polk county will be rendered by the publicity department of the organization. The Southern Pacific Company has expressed a willingness to lend valuable assistance to the organization, and at the next banquet, for which arrangements will soon be started, it is expected that Wm. McMurray together with Tom Richardson will be here to guide the club in the way to secure best results.

One of the most important moves to insure a working unit in the city is the proposition of the ladies to organize an auxiliary to the club. This was suggested Monday night by Dr. Butler and as it had been under consideration the work was promptly undertaken and the work of instituting the association is now in progress. The women will prove valuable adjuncts in this work of promoting the interest of the community.

School Children Entertain
The entertainment given by the public school, in honor of Lincoln's birthday, was a splendid success. The program rendered met with hearty

appreciation and many comments were made concerning the good order maintained throughout the evening and the splendid work of the children. The proceeds amounting to over thirty dollars will be added to the library fund. Following is the program as rendered on that night:

Song—Little Patriot.
Recitation.
Song—Down in Old Virginia.
Pantomime—America.
Lincoln—Acrostic.
The Little Soldier and a Red Cross Maid.

Address—Gettysburg.
Emblem of Liberty.
Flag Drill.
Song—The Old Flag Never Touched the Ground.

Revel of Naids.
Vesper Song.
Rr. Cure-All.
Abraham Lincoln.

SUGAR BEETS AND TOBACCO

Is Willamette Valley Adapted to Growing Them

Oregon has a just reputation for the growing of almost all products of the soil adapted to semi-tropical climate. The Eastern portion is growing successfully sugar beets and it is thought that the Willamette valley is also adapted to the culture of this variety of beet. Endeavors were made last season by H. Hirschberg to have the matter of the growing of sugar beets tested in this valley. Seeds were distributed among the farmers of this locality and the Enterprise has hoped to be able to publish the result. The editor would, therefore, be pleased if those who receive the seed would send in a written report of the result of the trial or would call at this office and give a verbal report so that statistics touching the general result can be made. It is believed that the culture of tobacco can be made a success here, in fact it has been tried.

J. R. Springer has an article in the holiday edition of the Pacific Homestead touching on experiments in the growing of tobacco and the same is commented upon by E. A. Becker of Woodburn in the issue of that paper of February 11. Mr. Springer says in part:

I am pleased to find some interest taken in tobacco, J. R. Springer being the first to write of it in the Homestead, and we hope that many more will plant some tobacco this year. The first necessity in growing a crop of tobacco is the seed, and as there are many varieties, some of which may be regarded as distinct species, the method of sowing the seed and the cultivation of the plants is not nearly the same. However, it is not necessary to sow the seed before March, and the seedlings should be ready for transplanting in six or eight weeks after sowing. If the spring is warm it may be advantageous to sow early, but if cold, later sowing is best.

In 1907 our seed was sown April 3 and according to all circumstances grew better after transplanting than in 1908 when the seed was sown on the 3d of March, but the cold spring of 1908 is the probable cause of this.

According to the purpose for which Mr. Springer intends to use the tobacco, and, if I am not mistaken, his land is in the foothills with a red clay loam, some of the coarser varieties, I think, would grow better and partly because they are said to contain more nicotine, which substance probably makes it valuable as an aphicide. Of these varieties the "White Burley" and "Maryland Smoking" tobacco may rank first; they make a rapid growth, produce leaves from one and one-half to three feet in length and are well adapted to a red clay soil. They are used for pipe and plug tobacco and in the manufacture of cigarettes. The Connecticut Havana and Connecticut Broadleaf cigar tobaccos having large leaves and are best adapted to a sandy loam soil, although most varieties will grow more prolific on a rich clayey soil than on a sandy soil but when grown for cigar wrappers or binders such a heavy growth is not wanted.

FOR SALE

A few extra choice white Leghorn hens and cockerels if called for at once. Home phone, 512 or call on F. P. Byers, Talmage.

Miss Bessie Strout of Tacoma is visiting this week at the home of her aunt, Mrs. G. A. Wilcox.

Dr. Allin, Dentist, Cooper Bldg. 17

TALKS ABOUT ADVERTISING

PRESIDENT OF CHAPMAN ADVERTISING CO. MAKES ADDRESS

C. C. Chapman, of Portland, Addresses Audience in Y.M.C.A. Rooms and Tells What Constitutes Successful Mercantile Advertising.

Following is an account of the address delivered by Mr. C. C. Chapman, president of the Chapman Advertising Company of Portland, taken from the daily Statesman of Salem: The address was "Personality on Paper," and was delivered to the class in salesmanship of the Y.M.C.A., but in response to the invitation sent out, many business men of the city availed themselves of the rare privilege of attending, giving Mr. Chapman a good audience of the best business men of the city. Mr. Chapman handled the appropriation of the Salem Board of Trade for foreign advertising during the past year, with such good success that he has been engaged again for the coming year.

Mr. Chapman was known here to some extent by reputation as a platform orator, but few realized the treat that was in store for them until he began to talk. Being an advertising man, he naturally talked about advertising, but his topic was "personality on paper," and he chose the broader side of the subject of advertising dealing with salesmanship, the qualities Mr. Chapman's talk was short, not over thirty minutes, but not a word was wasted, every sentence carried with it a new idea, worthy of careful consideration and study. It was the finished thought of a finished mind along lines taught by a lifetime of experience in the business during which success has been carved out. Chapman's training while in China during the boxer troubles as correspondent of a great Chicago daily where it cost three dollars a word to get an article cabled to his paper, taught him to make every word count, and he is still doing it, every sentence a sledge hammer blow driving his subject nearer home, while his newspaper experience in Chicago in numerous capacities, culminating in the city editorship of one of that city's greatest papers taught him the value of concentrated effort and perhaps gave him the inspiration to say that, "In whatever position a man may have, he has got to make good sooner or later, or he will be up against it. He can't travel always on bluff."

Referring to personality as a necessity for success in salesmanship and a good address as a necessity in business he asked what is the use in being successful or prosperous unless you look it. A great part of success is reputation, and one cannot win reputation without a prosperous appearance. A progressive man is as dependent on advertising in his business as on any other important factor in his business. And without advertising that business would be like a tune with part of the notes left out—no tune at all.

Another important factor in success forcibly brought out by the speaker was energy. "Don't lag behind your textbooks, keep ahead of your teacher," said he to the class, "and in your business or your position if you allow your work to get ahead of you, the laggard will get left."

In discussing advertising proper and methods of making advertising pay he said it was usually better to appeal to people in advertising by sentiment rather than by reason, as all the argument could not be put into a small ad, but sentiment of the reader can be aroused by good display, or proper illustration, getting their attention in a quick way and then pointing out the merits of the article.

Extravagant statements were dealt a blow, as being a slander against the house, giving the impression of a fakir. Humor is a strong way of appeal, but should be used as carefully as you would throw eggs, simple and catchy, but dignified. (Gold Dust Twins. "Have You a Little Fairy in Your Home?" etc.) being used as examples. Never use sarcasm, or the object will be weakened or lost. One must have the finest senses of discrimination to use humor. Watch out for negative suggestion, it is fatal gestino. Avoid extremes or picturesque

appearances, the first appearance the subject or from the truth by suggestion. Avoid extremes or picturesque appearances, the first appearance counts and makes or breaks the destiny of the individual, but in advertising copy it is not necessary to be conventional. A picturesque personality or individuality in style is desirable. Above all else be frank.

And keep at it. Mr. Chapman sent this thought home like a charge from a thirteen-inch gun. To be successful in the advertising game one must keep at it. There is no such thing as being well enough known, or "the people know all about me," as is commonly heard. The public has something else to do rather than remember your business always.

It was a great talk by a man who knows his business, and if Mr. Chapman wants to come back to Salem he may feel assured that there isn't an auditorium in the city large enough to hold the audience. The Y.M.C.A. deserves special credit for bringing such talent to Salem and offering it to the public free. This is one of the big things it is doing daily for the community, and another is the class in salesmanship.

OLD PIONEER LOSES LIFE

Crushed to Death under Falling Tree

R. P. Hall one of the oldest settlers of Buena Vista, was instantly killed Wednesday morning in the woods east of that city while felling timber. Mr. Hall was logging for Chester McLain and was caught beneath a tree which in falling struck a snag and flirtd sidewise striking the unfortunate man. He was thrown in such a manner that his neck was broken over a log. Death was instantaneous. A Mr. Harrington was standing within eight feet of him when the accident occurred. The funeral was held yesterday from the Methodist church and interment was made in the Buena Vista Cemetery.

A wife, two daughters and one son survive: Mrs. Rose Milner of Corvallis, Miss Nellie Hall of Airline and Rupert Hall of Buena Vista.

Reuben P. Hall was born on the plains in the train that crossed from Illinois in 1847, and was a member of the train which came near suffering extinction from starvation that year and which was rescued in the Rogue River canyon by the Applegates and others of Southern Oregon upon hearing of their condition. His father was Reason B. Hall who, it will be remembered, left the train somewhere about Camp Harney, striking out with his family towards Mt. Shasta. Their teams giving out they ended in sad plight. Grandma Locke of this neighborhood nursed the young Reuben Hall when his mother was not strong enough to nurse her child in her starving condition.

WILL GROW ALMONDS

Articles of incorporation have been filed for the East Goodnee orchard tracts, capitalized at \$50,000, with George F. Rodgers, E. T. Barnes, Frank W. Power and Fred A. Jacobs as the incorporators, says the Salem Statesman. The latter is a resident of Portland.

The land, which includes 3,900 acres, is situated on the Columbia river in Washington, not far from Arlington, Oregon. It is claimed by the incorporators that on this land almonds will grow without cultivation, that there is no danger of their freezing, and that is one of the few favored sections where such can be accomplished.

Those interested declare that there are numerous other advantages offered by the land and that it is one of the most productive sections in Washington.

Subscribers Request

To the subscriber who wished to learn how many children are taught dancing during school hours, we will say the dancing master of Highland did not make the inquiry about the number of pupils in the Rickerall school. If you wish to find out who teaches the children to dance ask Peter Shafer.

The teacher of Highland made the simple and we may say civilized query in regard to the number of pupils in the Rickerall school as he saw in the Enterprise the school report of Rickerall stating there was a general average of 367 and average attendance of 309. We did not know but what it may have been an error or misprint. It was not asked as a slur.

This is going to be one of the greatest Lace and Embroidery seasons ever known

Our New Laces and Embroideries

are now ready. Come in and look over our sample books. We are showing a big line of Waist nets in white, cream and also the new oriental color effects which are so popular. Salem's best dressers tell us that there isn't a display of NEW SPRING DRESS GOODS in the city that begins to compare with our line. The fact is that our dress goods department has the reputation of showing the strictly correct fabrics every season at just the right time. Buy your new dress pattern for the Seattle fair now. Don't wait until all the dress makers are too busy to make it up properly.

Spring Footwear

In Tan, Oxblood and Black now ready in our Shoe department. This is a season of novelties and we're showing the latest. Everything in men's, women's and children's Shoes at prices that regular stores can't match.

BARNES' CASH STORE

E. T. BARNES, PROPRIETOR

SALEM, OREGON

WHAT OREGON HAS TO OFFER

INVESTORS WILL FIND WONDERFUL OPPORTUNITIES HERE

Three Million Billion Feet of Timber, Lands for Million People, Water Powers to Develop, Stores of Undeveloped Mineral Resources.

Personal Letters Being Written.

A Portland correspondent of the Independence Enterprise says that the business men, ministers, school children and citizens of Portland generally are busily engaged this week sending in personal letters to their friends a leaflet, which in addition to most effectively advertising the fact that "Oregon is the place for you" and giving the low colonist rates to this state, contains the following condensed facts on Oregon.

Has one-sixth of the standing timber of the United States, or more than any other state. Government estimate, three hundred billion feet.

A vast undeveloped area now available to the homemaker and investor will go on the market in 1909. This will be the most luscious melon cut in Uncle Sam's domain during the present year.

Has arable land for twenty million people. Present population 700,000. Does more than any other state to advance irrigation, being the largest contributor to the United States Reclamation Fund.

Is natural dairying state. Annual product \$17,000,000, an increase from \$5,000,000 five years ago. Western portion has pasture every month in the year. Ranks second in wool clip among the states.

Oregon apples, pears and cherries

LINCOLNS DAY

find their way to the tables of sovereigns and multi-millionaires of every civilized land—they are the best. Returns of from \$300 to \$1,000 per acre on fruit lands are not exceptional. Poultry products \$5,000,000 annually. Local market demands three times that amount at highest prices.

Has water powers (being rapidly developed) sufficient to run all the machinery in the United States. Livestock in state estimated at \$75,000,000—gold, silver, iron, copper and oil among the products.

Has diversity of climates and soils suited to every product of the temperate zone not dependent upon hot nights.

A Coming Holiday in the United States

Mile stones in history are Washington, Lincoln, Roosevelt. Two of the presidents rose to the level of their greatness rather through stress of calamitous times, when the doom of states loomed ominously before a great people, under which circumstances the gravity of greatness operates as in the universe of matter. The last named, however, with mallet and chisel has carved his name on the high boards of fame through deeds of greatness. The softening influence of time only is essential to blight the minor defects in the works of Theodore Roosevelt and at the same time to add lustre to his greater achievements.

1908 Taxes Now Due

A list of 1908 taxes are now at the Polk County Bank at Monmouth, where the taxpayers may make payment and save a trip to Dallas.

Kodol is a combination of all the natural digestive juices found in an ordinary healthy stomach, and it will digest any food in a natural way. Please take. Sold by The Willamette Co.