

MELAS

A non-intoxicant, pure and refreshing beverage. Brewed from choice malt and hops. Those who

USE MELAS

pronounce it absolutely the best mild, non-intoxicating drink on the market. Ask your druggist for it. Also for sale at the local soft drink establishments. For prices write

Salem Brewery Association
SALEM, OREGON.



HEAVY HIGH TOP SHOES AND RUBBER BOOTS

Heavy Dress Shoes

Waterproof

JACOB VOGT
345 State Street, Salem, Ore.

POLK COUNTY BANK

Monmouth, Oregon

Paid Capital, \$30,000.00 Transacts a General Banking Business

OFFICERS AND DIRECTORS:

J. H. Hawley, Pres. J. B. V. Butler, Vice Pres. Ira C. Powell, Cash.
F. S. Powell J. B. Stump I. M. Simpson.

Little Palace Hotel

Independence

F. W. Creamer, Proprietor

Carefully Supplied Tables. Special Attention to Commercial Trade.

HOW TO REACH YOUR PATRONS

A TALK WITH THE MERCHANT ON ADVERTISING.

The Beginning of a Series of Advertising Talks Which Will Be Published in the Independence Enterprise During Next Few Weeks.

(By Henry Herbert Huff and copyrighted by American Press Association, 1909.)

"Hello, Mr. Business Man! And how is trade?"

"Improving."

"I'm glad to hear it. Oh, we'll have things moving nicely pretty soon. Everybody's optimist down our way. Got nearly an hour yet in town—want to catch that 4:25 out of here. If you're not busy, sit down a few minutes and let's talk things over. Mail order houses bothering any?"

"Yes; they're cutting quite a hole in our trade. Thought that dull spell would fix them, but it didn't here in our town. Never believed they were getting so much business till I was shown the pile of goods from them that arrived on this morning's freight. Some of our best people buying there, too. Really I cannot understand why any one should send away and wait several weeks for goods he can buy just as cheaply right here in town."

"Got any soap clubs here?"

"Yes; there are several, and it does bear all how those premiums take. Looks as though one was getting something for nothing, but he pays for all of it. I can sell the whole assortment for half their list price and premiums. Buy them separate and get what you want. Each of these clubs take from \$100 to \$300 worth of business from our town every year."

"Do you have any trouble with 'left-over' goods?"

"Yes; we lose a lot that way. In summer business goes on a vacation. Most days of the week are pretty slow too, except Saturday, and that's hush, bustle, bustle, all day long. I wish we might shift some of this day's business to the others."

Mr. Business Man, I've a solution to all your problems. I can tell you what will hold your trade at home, what will move your slow sellers and remainders, what will make business for you in the dull seasons, what will sell the new and better goods. It's no complicated mystery or trick of magic just plain advertising.

"I know you'll say you've tried it without success or that a competitor failed to make it pay or something else, but it resolves itself into this—If you advertise right, it will pay you; if you do so in the wrong way it will fail. Advertising is no child's play—it's a science. A person of average ability can write good copy."

"And now I must be going, but I'll be back next week and every week for several weeks, and I intend to have a little chat with you each time. I shall first show you how advertising will solve your problems, and then I am going to tell you how to advertise successfully."

HIGHLAND

Don Dickinson lost a most valuable horse Tuesday evening between the hours of 8 and 9.

Frank Patterson arrived from Boring on the late train Wednesday to spend a few days with his father-in-law, Peter Shafer of this place.

George Shafer and C. E. Nash were transacting business in Independence Thursday evening.

Gail Alexander succeeded in bagging three big fat coons Friday.

T. J. Ewing, on Friday, traded ten acres of his farm here for property in Independence, where he and his family moved this week. Although sorry to lose them we all form in wishing them prosperity and happiness in their new home.

Frank Patterson after a short but enjoyable visit in connection with a business trip returned to his home at Boring Saturday.

A goodly crowd of neighbors met at Frank Turner's residence Friday night where a most enjoyable time was spent in dancing and card playing, but the evening ended disastrously to one person at least, as George Ruel's little boy while playing with a number of other youngsters in a room allotted to them fell and broke his left arm just above the wrist. He was immediately taken to Independence where his arm was properly set. From last reports he is getting along nicely.

Saturday's visitors in Independence were: Mr. and Mrs. Wallace, Joe Laundree, George Shafer, C. E. Nash, Joe Berry, Miss Paul Osborn, Owen McElmurry, Gail Alexander and son Gail, Charlie Ewing, Robert Simon and family, and Leo Stapleton and son, Norval.

Mr. Line Davidson of Portland arrived Sunday morning to spend a few days with his mother, Mrs. F. W. Smith of this place.

Don Alexander and wife with Mr. John Compton and wife, spent Sunday with Joe Laundree and family.

Fred Hummel began work for M. M. Porterfield last week.

Henry Hamann left Sunday on the 2 o'clock train for McMinnville where he is again going to work as a line man under his brother George.

Henry and Owen McElmurry were Independence visitors Sunday.

S. H. and Henry McElmurry were transacting business in Independence Monday.

Real Estate

William Corley to Arvilla Monson lot in Dallas, \$1050.

Alma A. Palmer to H. G. Campbell, 83 acres in t. 8 s, r. 5 w, \$2500.

August W. Fischer et ux to Salem Falls City & Western Railway Company, land in t. 7 s, r. 5 w, \$1.

D. L. Kent et ux to W. J. White, 77 acres in t. 6 s, r. 5 w, \$3500.

George Record to Arabella Pye, lots in Falls City, \$375.

Fred C. Raymond by administrator to C. U. Damon, lots in Falls City, \$40.

H. Hirschberg to H. L. and Alice Z. May, land in Independence, \$10.

It Saved His Leg.

"All thought I'd lose my leg," writes J. A. Swenson, Watertown, Wis. "Ten years of eczema, that 15 doctors could not cure had at last laid me up. Then Bucklen's Arnica Salve cured it sound and well." Infallible for Skin Eruptions, Salt Rheum, Boils, Fever Sores, Burns, Scalds, Cuts and Piles 25c at all druggists.

Stallion Posters

With the assistance of the typesetting machine in which was recently installed in this office we are in a position to do all kinds of printing superior to any other shop in the country. The Enterprise is on a par with any printing institution of Portland. How about your stallion bills? Let them be done at the Enterprise office.

Polk's Gazetteer.

A business directory of each city, town and village in Oregon and Washington, giving a descriptive sketch of each place together with the location and shipping facilities and a classified directory of each business and profession. R. L. Polk & Co., Inc., Seattle.

NEW SUITING

We are showing some beautiful shades in the new mercerized poplin, the material to be used so much this season for tailored shirt waist suits

Waists stamped to embroider \$1.89 on any color

The Needlecraft Shop

Mrs. S. C. Wall

270 N. Com'l. St. Salem, Oregon

Wood Yard

We deliver large or small orders of Fir, Oak or Ash wood promptly.

HENRY MOTT

Both Phones INDEPENDENCE

When You Sit Down To a Meal

In this restaurant you are sure it will be excellent as to food, cooking and service. The surroundings speak for themselves, and the bill of fare tells mostly of fine eating at little prices. Come in and bring a friend or two along. You will not be pained.



White House Restaurant

Wm. McGilchrist & Son, Proprietors
SALEM OREGON

HAUSER BROS. Proprietors of Salem Gun Store

Fire Arms, Ammunition, Athletic Supplies
Fishing Tackle, Bicycles and Cutlery

Trojan Stumping Powder—No Thawing Heads

Salem Oregon

D. TAYLOR BARBER

TUB AND SHOWER BATHS IN CONNECTION

Main Street, Independence, Oregon.

SALEM LAUNDRY CO.

GUARANTEES YOU PERFECT WORK

WHAT HAS LONG BEEN NEEDED BY CITIZENS OF INDEPENDENCE

The Independence Cleaning and pressing parlors are prepared to call for and deliver all work, and guarantee prompt attention and satisfaction. We make combination Suit and adjustable Skirt hangers to your measure. Be sure and see them. Give us a trial for good work and the prices will be right. Work done while you wait.

L. L. BUCKNER & CO.

Home Telephone Co. 1612

Corner C and Railroad Streets Independence, Oregon

SPRAYING MATERIAL

Roche Harbor Lime, Japanese Ground Sulphur in linen sacks. No lint. Dependable lime and sulphur spray.

ACID HYDROMETERS

WILLIAMS DRUG CO.

BISHOP'S READY TAILORED CLOTHES



Are Unmatchable at
\$10.00 to \$35.00

When you buy a suit you want one that will give you satisfaction; you want one that is in style; you want one that fits accurately and will not lose its "fit" or shapeliness under the most trying conditions.

You want a suit that is worth every dollar that you pay for it. Here you can get precisely what you want in the

Spring 1909 Smartest Suits
at \$10, \$12.50, \$15, \$18, \$20 and up

Salem Woolen Mill Store

SALEM, OREGON

SUNSET

Sunset Magazine offers the readers of this paper the best opportunity of the year

REVIEW OF REVIEWS . . . \$3.00 ALL FOR
SUNSET MAGAZINE . . . 1.50
WOMAN'S HOME COMPANION . . . 1.25 \$3.00

AND FREE with your order, a beautiful premium, a 75-page book illustrated in four colors with 125 Western views.

SUNSET MAGAZINE
SAN FRANCISCO, CALIFORNIA